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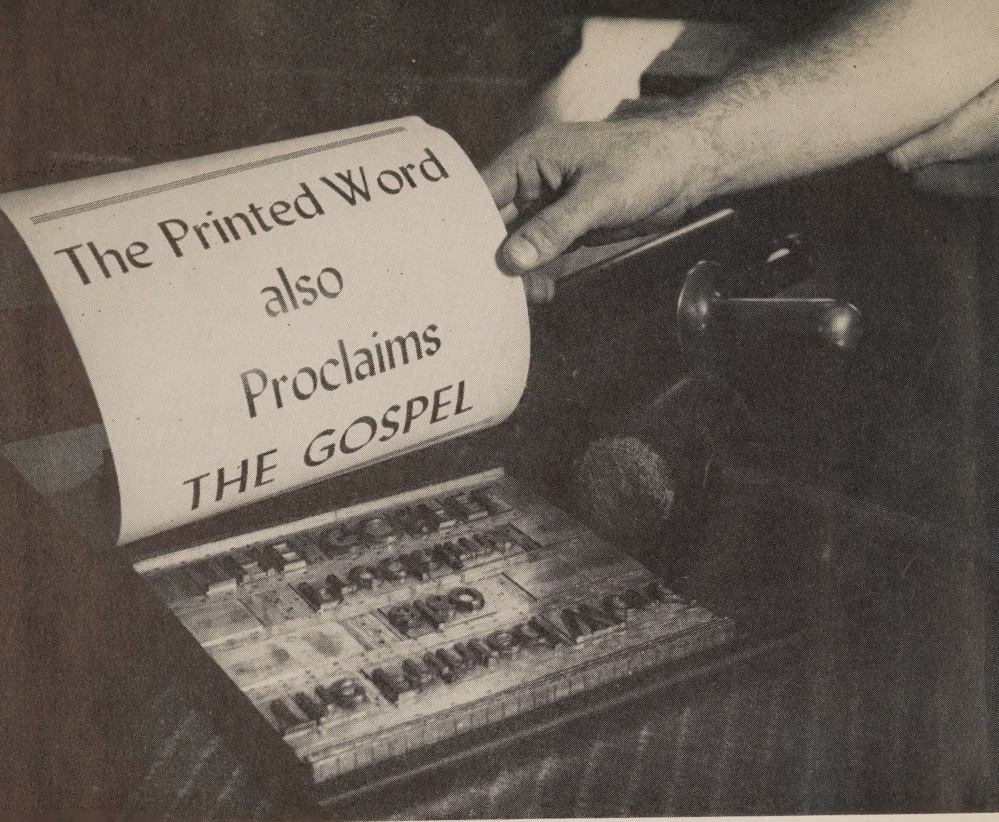
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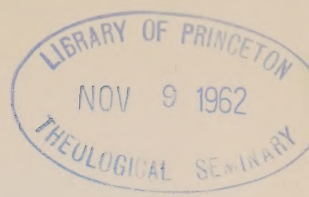
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A MINISTRY OF PRINTING



This widely used statement of purpose was proposed by Birger Swenson and adopted by the Board of Directors in 1945.



A MINISTRY OF PRINTING

*History of the Publication House of
Augustana Lutheran Church
1889-1962*

With an Introductory Account of
Earlier Publishing Enterprises

✓
BY DANIEL NYSTROM

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AUGUSTANA PRESS
ROCK ISLAND, ILLINOIS

A MINISTRY OF PRINTING


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IN U.S.A.

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1962

*Dedicated to all who have been members of the
Augustana Book Concern family of employees
who through the years have by their special
contribution assisted in its Ministry
of Printing.*



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Author's Note

The material in this book is based, as far as the account of the earlier publishing ventures and the first forty-five years of the official publication house is concerned, mainly on the historical sketch, *Augustana Book Concern, Publishers to the Augustana Synod Since 1889* by Ernst W. Olson, published in 1934, but also on the additional sources listed at the end of this book. The account of the activities during the period 1934-1962, bringing the history up to date, is based on the annual reports of the Board of Directors and the General Manager, as well as data appearing in the synodical minutes and the church press.

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Introductory Paragraphs

THE LUTHERAN CHURCH has always placed strong reliance on the printed word in its endeavor to establish the church and propagate the faith. The Augustana Lutheran Church was no exception to this rule. Throughout the century and more of its existence as a separate church body within America's Lutheranism, it looked upon publishing as a prime factor in the fulfillment of its mission. It may seem strange, then, that it was not until twenty-nine years after the organization of the Augustana Church in 1860 that its official publishing house, the Augustana Book Concern, was established. The historical sketch will, in its preliminary pages, try to make clear why this was so.

It was at the annual convention of the Augustana Church held in Rock Island, Illinois, in June, 1889, that a board of publication was elected, which on the first day of August that same year took over by purchase a small privately owned printing plant and book store established five years earlier under the name Augustana Book Concern and continued it as the publishing plant of the Augustana Lutheran Church. It is with the activities of Augustana Book Concern, publishers to the Augustana Church, that this history is to be chiefly concerned. It cannot, however, begin at 1889. It is proper to consider by way of preface other and earlier publication done either by or for the church. No account of the publishing ministry of the Augustana Church would be complete if it limited itself to the seventy-three years of the official publishing house and did not take into account also the earlier publishing enterprises of the church—both those of the twenty-nine years from the year of its founding until 1889 and those of the preceding missionary decade in which pioneer pastors and congregations made small but meaningful ventures in this important field.

I

EARLIER PUBLISHING ENTERPRISES

THE EARLIEST VENTURES that belong to the full story of the publication work of the Augustana Church trace back to the first small beginnings of church work among the Swedish immigrants. The Swedish immigrants could read, and most of them carried some Swedish books in their luggage. The pastors were educated men who brought collections of books with them, received publications from Sweden, and had close contact with publishers in the homeland. Pioneer leaders, pastors and laymen, were concerned that their scattered countrymen should have papers and books for their edification and guidance. An urgent and immediate need was for books to be used in the instruction of the children and for worship in the homes and congregations.

The first Swedish Lutheran congregation to be organized was in the New Sweden settlement in Iowa. It had no ordained pastor. Peter Cassel, who was the founder of the colony, sent the following request to his brother in Sweden: "Send me three copies of the two-column small psalmbook and one copy with the large type, as well as two or three catechisms. We need these, having so used up our old ones that they are worn out, and we need catechisms for our children because they are to read their confirmation lessons in Swedish."

Before the Founding of Augustana Church

Those who ministered to the immigrants were aware of the right kind of literature for their people. Some books could be imported from Sweden, but more immediate local needs must also be met. They knew, too, that one could not for long depend on being supplied with books from the fatherland, especially since the new situations and requirements in America had created specific needs. Besides, the newcomers were looking to their responsible leaders for guidance in matters both secular and religious.

THE ESBJÖRN TRACTS

The first publication in the pioneer period was prepared by Pastor L. P. Esbjörn, the first missionary to the scattered immigrants. He quickly saw the need of reaching his people by means of something which could be sent to those whom he was unable to meet personally. He was encouraged by Dr. W. A. Passavant, who in July, 1850, wrote in the *Missionary*, of which he was editor: "The suggestion made by Brother Esbjörn concerning a tract for distribution among Swedish immigrants upon their arrival in New York is a good one, and twenty or thirty dollars will print a large edition of a four-page tract. We hope some benevolent person will furnish us with this amount." The money was soon received.

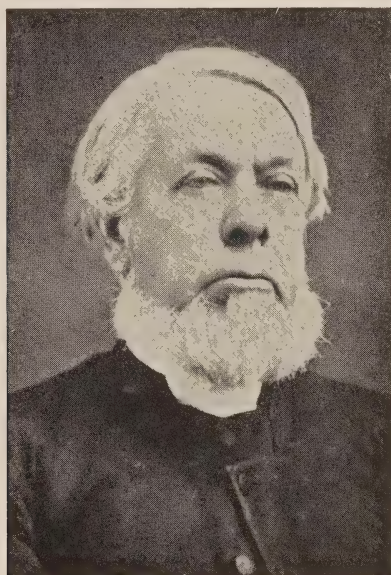
Thus aided, Esbjörn published his first tract entitled: *En Välkomsthälsning till den Svenska, Norska, och Danska Emigranten* (A Word of Welcome to the Swedish, Norwegian, and Danish Emigrant). An edition of 4,000 was printed by H. Ludwig & Co., New York, and distributed among the immigrants. The tract gave advice in spiritual matters and information about the Swedish settlements. This was one of the very first publications in the Swedish language in this country in the nineteenth century and the first seed sown by means of the printed word among the people that later formed the Augustana Church.

The second tract issued by Esbjörn, of the same size as the first, was written to counteract the efforts of proselyters, its title being, *Några enkla Frågor och Svar rörande Döpselsen* (Some Simple Questions and Answers About Baptism). It was printed by Hasselquist, most probably in 1855.

At this time the Scandinavian congregations belonged to the Chicago and the Mississippi Conferences of the Synod of Northern Illinois. Something unprecedented in regard to church convention minutes took place when the minutes of the joint meeting of these Conferences held in Chicago, January 4-9, 1854, were printed in an edition of 600 in Swedish and Norwegian by Hoffgren og Schneider's Boktryckeri, Chicago. Attached to the minutes was a "Circular Letter from the Joint Conference to the Brethren in the faith and countrymen scattered here and there in the vast land of America." The letter told where Scandinavian churches were to be found, urged loyalty to the faith of the fathers, suggested family devotions and gatherings in the homes for worship and the reading of postils, and offered help in the organizing of congregations.

HASSELQUIST AS PUBLISHER

The need of a Swedish newspaper was felt very early. It was brought up for discussion at a meeting in Chicago in the beginning of 1854 of the three pastors then ministering to the immigrants—L. P. Esbjörn at Andover, T. N. Hasselquist at Galesburg, and Erland Carlsson at Chicago. They were conferring about the whole problem of how to procure the Christian literature that was so sorely needed. In proposing to make a beginning with a newspaper they were



T. N. HASSELQUIST, D.D.
Pioneer Publisher
Editor of *Augustana* (*Det Rätta
Hemlandet*), 1856-1889

prompted by the desire for such a medium expressed in letters from many quarters and by the conviction that a newspaper would serve as a connecting link between the various settlements. Although no official action was taken, general plans were projected. Chicago seemed the natural place, and Erland Carlsson was proposed as editor. The suggested name was *Svenska Posten*.

H e m l a n d e t .

”Tänker på Herran i Hjerran land och låter Jerusalem ligga eder i hjertat!” Jerem. 51: 50.

1:a Arg.

Galesburg, Ill., den 11 Juli, 1856.

N:o 1

Rom, o min Jesus.

1.

Rom, till mitt kalla, Domnade sinne!
 Afgudar alla För dig försvinne!
 Rom, att befälla Gafam derinne!
 Rom, o min Jesu!

2.

Rom, du min kära, Mig att besöka!
 Tror värdes nära, Krasten föröka!
 Värdes mig lära Allt hos dig söka!
 Rom, o min Jesu!

3

Rom, när jag alades, Rom när jag qvider,
 Rom, när jag rådes, Frestas och strider;
 Rom, var tillstådes Gist när det lider
 Med mig, o Jesu!

4.

Ja, du skall komma Gist uti ära.
 Vål dina fromma, Vål dina lära!
 Träden nu blomma, Sommar'n är nära.
 Rom, o min Jesu!

Fader vår, som äst i himlom.

En så upprörd och äfventyrlig tid, som den vi nu upplefwat, borde hwarje Christen känna ett öfverwäldigande behof af ett förtroligt Fader vår—en förtrolig tillgång till den Allsmåttige Fadren, som ”bor i himmelen och gör allt hvad Han vill”—en mäktig och hulb Fader, hwilken, så som David säger, ”öfvertäder mig i sinne” i ondans tid, förgömmet mig hemliga

i sitt tjäll och upphöjer mig på ena klippo, (Ps. 27: 5). Huru trygg man känner sig då man i bönen flyr till denne Faders namn, derom säger åter Skriften: ”Herrans namn är ett fast flott; den rättfärdige löper dit och warder bestärmat”

Men de trogne böra icke tänka blott på sig själfva. Då nu hela werlden är i den mest betydelsfulla rörelse, då allt gammalt tydes wilja upplösa sig och i a s s o r t a e omstapelser i alla riktningar synas wara för dörren, borde alla Christnas händer woro upplystade, såsom Moses, medan striden pågick, (2 Mos. 17: 11), att Guds Anbåtare måtte swäfwa öfwer de upprörda djupen, och de nya stapelserna blifwa sådana, att Gud, menniskor och änglar kunna fröjdas deråt, såsom i den första stapelsens morgon. Borde icke denna tid wara en b ö n e t i d ! Borde icke alla Christna särdeles i denna tid wara, hvad de stundom blifwit kallade, ”bönepöbel”? Här är en orsak antydd, hwarföre vi nu wille med en betraktelse öfwer Fader vår gifwa någon anledning till mera bön. Deutom är det några få utomordentligt wiktiga ämnen, som vi uti de sju bönepunkterna i Herrans bön åtkomma, att vi äfwen derföre wälje denna rika text, och gör nu en början med orden: F a d e r w å r .

En upplyst Lärare har med sanning anmärkt, att bönen ”Fader vår” är det åter öppnade paradiset på jorden, der den försonade meniskan nu åter talar med Gud, såsom med en Fader och wandrar mellan de

It was late in 1854 before anything was done to put the newspaper plan into action. As pastor of Immanuel Church, Carlsson was overwhelmed with more immediate tasks, made heavier in that critical cholera year. He had found no time to prepare a prospectus. Hasselquist finally took the matter in his own hands, and on October 1, 1854, sent out an announcement that *Svenska Posten* would be published in Galesburg with Hasselquist as editor, "but with the understanding that the whole affair would be transferred to Chicago as soon as possible."

The announcement outlined a comprehensive program. The paper was to have two departments, one containing general and political news, the other devoted to religious and church matters. It was to be issued twice a month and cost one dollar per year. The news section would contain both Swedish and American news. In politics it would support the Republican party, as being anti-slavery, and, of course, it was to be Lutheran and a champion of this faith. To this outline, Pastor Hasselquist added the suggestion that if the readers wished to have a paper printed from Swedish type they should add fifty cents to the subscription price and the publishers would purchase Swedish type and a press, which would then become the property of the congregations.

The response was quite encouraging. Three hundred thirty subscriptions were received. Hasselquist took steps to increase the number. He made personal visits to the principal Swedish settlements in Minnesota, as well as to Chicago, Jamestown, N. Y., Sugar Grove, Pa., New York City, and Boston. While in New York City he ordered a hand press, priced at \$500, and a supply of Swedish type.

The first issue of the paper appeared on January 3, 1855, but under the more appealing name, *Hemlandet, det Gamla och det Nya** (The Homeland, the Old and the New). It was a four-page paper, 14 by 10 inches in size. Due to delay in receiving the Swedish type it was printed in Roman type on a press in Knoxville, Illinois. The second issue was printed in Monmouth, Illinois. Soon, however, the type arrived from New York, and with the eighth issue the paper was printed in Swedish type.

It was in March, 1855, that Hasselquist started his own little print shop. The press was set up in a room of his house in Galesburg. This was doubtless the first Swedish printery in the United States, and the beginning of the publication enterprise of the future Augustana Church. Here were printed not only *Hemlandet*, but also booklets

* In succeeding pages, the name *Hemlandet* alone always refers to this paper, as distinct from *Det Rätta Hemlandet*.

and tracts under the imprint, "Svenska Boktryckeriet," Galesburg, Illinois. For a while P. A. Cederstam, who was then taking private instruction from Hasselquist with the view of entering the ministry, assisted in the publishing work. Jonas Engberg, a cousin of E. Norelius, was also employed for some time. In 1856 A. R. Cervin, a brother-in-law of Hasselquist, became associate editor.

Hemlandet was ably edited and exerted a wide and unifying influence on the Swedes in America. The paper was edited, says Norelius, "with eminent tact and ability, used a dignified and Christian language, which everybody could understand, and in a spirit in which the Christian people recognized themselves." It was a venture in which the pioneer publisher and editor manifested a broad vision and practical business ability.

It was soon found that to combine the secular and the religious interests in the same paper was not satisfactory. On July 11, 1856, eighteen months after the appearance of the first issue of *Hemlandet*, Hasselquist launched a second publication, bearing the title, *Det Rätta Hemlandet* (The True Homeland). It was to be a strictly religious paper, and was to be published semimonthly, alternating with *Hemlandet*. This paper contained mainly devotional articles, often taken from *Pietisten*, edited by C. O. Rosenius in Sweden. The subscription price was seventy-five cents.

An early appreciation of *Hemlandet* by C. W. Foss in *The Alumnus* (1893) concludes, as follows: "On the great and moral questions of the day—slavery, know-nothingism, and temperance—*Hemlandet* gave no uncertain sound. The most complicated questions were discussed by the editor in that clear and simple style that was so peculiar to him."

Concerning *Det Rätta Hemlandet*, Dr. E. E. Ryden writes: "In a sense . . . [it] became our first home missionary, through which the gospel was proclaimed far and wide. It possessed the advantage of reaching isolated places where the messenger of the gospel could not go, and it entered into thousands of homes where the voice of the preacher was seldom heard."

Eventually, as will be seen, *Det Rätta Hemlandet* came to be known as *Augustana*, and continued as the Swedish organ of the Augustana Church until the close of 1956, when it ceased publication. *The Lutheran Companion* thereupon fell heir to the line of succession which reached back to Hasselquist's historic paper of 1856.

Beginning with Esbjörn's tract on baptism, Hasselquist undertook the printing of a number of tracts and pamphlets. In 1856 *Luther's*



EDITORS OF "GAMLA OCH NYA HEMLANDET"

Eric Norelius

Jonas Engberg

A. R. Cervin

T. N. Hasselquist

P. A. Sundelius

Joh. A. Enander

Small Catechism, in both Swedish and English, the English carefully translated by Pastor Esbjörn, was published. The regular Swedish catechism together with an English version was also published that year. Another 1856 publication was a tiny hymnal, *Femtio Andliga Sånger* (Fifty Spiritual Songs). Most of these songs were from a collection by Oskar Ahnfelt, the spiritual troubadour whose singing contributed so much to the pietist revival in Sweden in those days, and whose songs were very popular among the Swedish immigrants.

The 1857 productions included *Proposed Constitution for Evangelical Lutheran Congregations*, *Augsburg Confession* in Swedish, and *Dokt. Martin Luthers Sändebref till tvänne kyrkoherdar om vederdopet, 1528* (Doctor Martin Luther's Letter to Two Pastors about Anabaptism). 1858 a short biography of Luther was published by Hasselquist. Its title was *Luther-Boken*, and it was a translation of a book by Herman Fink. Dr. Norelius thinks the translation from the German was made by Mrs. Hasselquist, the sister of Dr. Cervin, who possessed considerable literary ability. A number of small tracts also appeared, such as *Den Rätta Enfalden* (True Humility), *Bör man läsa mer än Bibeln?* (Ought One Read More Than the Bible?), etc.

In the meantime E. Norelius was planning to issue a newspaper in Minnesota. He had been asked to enter partnership with the editor of the *Cannon Falls Gazette* in such a project. This plan did not materialize, but the idea of a Swedish paper was kept alive. Hasselquist, with whom Norelius corresponded about the matter, sought diplomatically to dissuade him. Nevertheless, the first issue of *Minnesota Posten* appeared November 7, 1857. It was evident that the venture was viewed by many as divisive, especially when seen in connection with the proposition of forming a Lutheran Synod in Minnesota. In its general content *Minnesota Posten* followed the same lines as *Hemlandet*, but with special reference to political and economic conditions in Minnesota. But Norelius' idealism was not able to overcome financial difficulties. At a Conference meeting at Princeton, Ill., September 10-14, 1858, a committee was appointed to arrange for the merger of *Hemlandet* and *Minnesota Posten*. The merger of the two papers formed a part of a larger plan of organizing a publication society under the auspices of the Mississippi Conference. This was to take over the merged papers together with the printing plants. The last issue of *Hemlandet* published in Galesburg was that of December 18, 1858. This paper now had a thousand subscribers. In September 1859, the publication society bought the type and materials of the defunct *Minnesota Posten* and had these transferred to Chicago.

It may be truthfully claimed that to the chief founders and guardians of the Swedish Lutheran church in America belongs also the honor of establishing the Swedish newspaper press in this country. There was, indeed, an abortive attempt to get a Swedish newspaper going before the appearance of *Hemlandet*, namely, *Skandinaven* in New York, edited, published, and printed by a Mr. Öbom, but it ceased publication within two years. *Hemlandet* continued as an influential newspaper for a long span of years.

The Swedish Lutheran Publication Society, 1859-1874

From the very first, Hasselquist had as his single aim the service of his countrymen and the Swedish Lutheran congregations. When he established the Svenska Boktryckeriet in Galesburg, and began to publish *Hemlandet* in January, 1855, it was necessarily a private venture. The plant became the property of the Conference, however, when in order to obtain funds to cover its cost subscribers were asked to make a special contribution for that purpose. That was the understanding. According to the plan of the founders, the circulation of literature and the publication work should be the united concern of the congregations. It was at its meeting in Galesburg, October 2-4, 1856, that the Mississippi Conference for the first time concerned itself directly with the affairs of its own printing office. It was probably at Hasselquist's own suggestion that a committee was then appointed to examine the accounts and make inventory of the printing equipment, and to arrange upon what terms this equipment should be used by Hasselquist in publishing *Hemlandet*, which was his property. The committee reported that the expenditures for 1855-56 were \$702.91 while the income was \$545.05, leaving an indebtedness of \$248.86. Hasselquist had not charged anything for rent, postage, or other incidental expenses.

AN ORGANIZATION OF THE CHURCH

Hasselquist remained in charge for the next two years, but was finding the management of both *Hemlandet* and the plant too heavy a load to carry together with his duties as a pastor. In order that the permanence and future usefulness of the institution might not be jeopardized, the Mississippi Conference at its meeting in Galesburg, April 21-24, 1858, resolved to organize a regular publishing society under the name "The Swedish Lutheran Publication Society in the

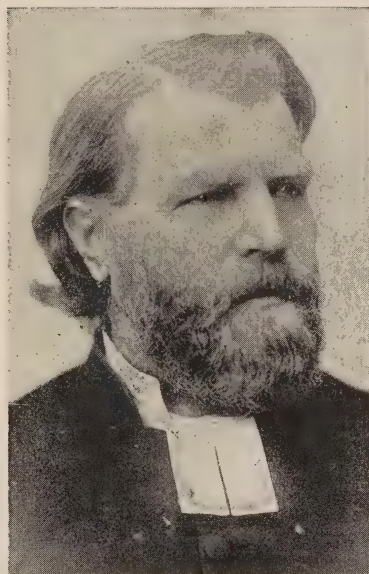
United States." Its purpose was "to continue to publish *Hemlandet*, to enlarge the printing plant, and to publish and sell books of general usefulness, especially Christian books and above all those of the Lutheran confession." The Publication Society completed its organization at the Conference meeting in Chicago, December 6-9, 1858, and assumed charge at the beginning of the year 1859, the printery having been moved from Galesburg to Chicago in December.

The original plan had been to sell shares and to conduct the business as a stock company, but this was found unworkable. Instead of



OLD IMMANUEL CHURCH, CHICAGO, ILL.

a private concern the Publication Society was made exclusively a Conference institution, limited, however, to the Swedish members, as the Norwegians had a printing plant of their own. A constitution for the Society was adopted and preparations made for its incorporation, which took place February 21, 1859. The plan was promoted chiefly by Erland Carlsson, who actively or indirectly managed the publication work for a long period in conjunction with his work as pastor.



ERLAND CARLSSON, D.D.
Head of Publication Society

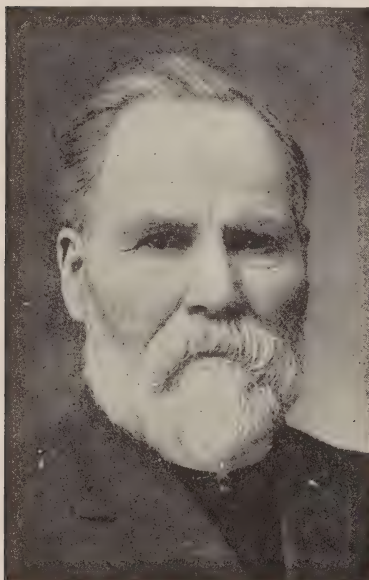


OLOF OLSSON, D.D.
Author and Educator

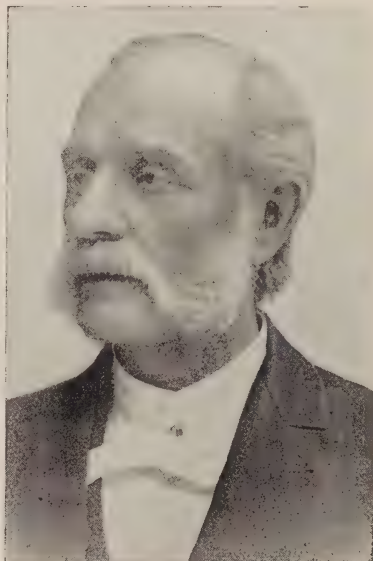
The cost of the printing plant when it was taken over was \$1,212.10 on which there was an indebtedness of only \$254.05. This was due to Hasselquist's excellent management, labor, and sacrifice. The unsold stock of Hasselquist's publications was purchased at \$350. This was the beginning of the book store. Connections had been established with Gleerup's Publishing House in Lund, Sweden, for importation of books, and with Henry Ludwig, a book dealer in New York, to act as commissioner for the society. *Hemlandet* was to be issued weekly; *Rätta Hemlandet*, once a month.

The Publication Society rented "the school room and a room in the second story of the school house" of the Immanuel Lutheran Church

in Chicago for \$100 from January 1, 1859, to January 1, 1860. When the Society agreed to rent two rooms under the church for a yearly rental of \$100 for five years, the congregation decided, September 1, 1859, to raise the church ten feet and finish the two rooms for the Society. The Minnesota Conference, which had been organized in 1858, warmly recommended the Society and its publications to its people.



ERIC NORELIUS, D.D.
Historian, Editor



C. G. THULIN
Manager "Augustana" 1874-1884

The first trustees and directors of the Publication Society were Tuve N. Hasselquist, Erland Carlsson, Eric Norelius, Andrew Andreen, Charles F. Anderson, Charles Stromberg, John Johnson, and Peter Lagercrantz. The Society was to consist of such Swedish Lutheran congregations as were united with any synod belonging to the General Synod, and the government of the Society was to be exercised by their clerical and lay representatives at the respective conventions. After the organization of the Augustana Church in 1860, the Publication Society was composed of all the Swedish clergymen of the church and all the lay delegates to the synodical conventions, and its meetings followed immediately upon the adjournment of the Synod.

This accounts in part for the absence of its reports from the synodical records of this period.

Norelius, who had been chosen as editor, remained only about nine months. Illness was given as the cause of his resignation. Carlsson now became responsible for the editing of *Hemlandet* in addition to the management of the business of the Society and his duties as pastor. Jonas Engberg, treasurer of the Publication Society, worked with him on the paper until November 1864, when A. R. Cervin was made editor. Cervin was succeeded in 1868 by P. A. Sundelius, who in turn yielded the place in 1869 to John A. Enander, then a student at Augustana College in Paxton, Illinois.

Even though it was understood that half of the net income of the Society was to constitute the editor's and manager's salaries and agreed that of the books purchased from Hasselquist fifteen per cent above cost was to be counted net income, it is no doubt true, as has been stated, that Carlsson as manager received no pay. Nor did the agents, in most cases pastors, receive any commission. The Publication Society was never a successful business venture.

DIFFICULTIES AND DISCOURAGEMENT

In 1870 the publication business was located in a modest rented building on North Clark Street, Chicago. Its supporters were hopeful of success. Then, in October 1871, came the great Chicago fire which left everything in ashes, including most of the records of the Publication Society. Providentially, an extra large shipment of Swedish books from Europe on its way to Chicago was lying safely in the New York customhouse at the time of the fire. With these supplies and \$5,000 in insurance money, the project was re-established and in full operation before the close of the year.

The losses in the fire were indeed heavy. They were not, however, the main reason for the struggle and discouragement that marked the fifteen years during which the Publication Society was in charge of the publishing work. Dr. E. W. Olson mentions other sources of difficulty. "Except for Pastor Carlsson, there were too frequent changes in management, and *Hemlandet* changed editors six times in ten years. The obstacles to progress were many and formidable. In the first place, the field was very limited. *Hemlandet* was started by Hasselquist with about 400 subscribers and turned over by him in 1858 with 1,000, a fair percentage of the Swedish Lutherans who numbered only 3,750 adults when they founded the Augustana Church in 1860. To the political strife of the time, resulting in the Civil War, were added

bitter contentions between the churchly and the nonchurch elements and no less bitter rivalries among the various church denominations. . . . The financial panic of 1873, followed by years of depression, was the least of the factors that crippled the Synod's publishing business. Its output of books was small, and could not have been very much larger under such unfavorable conditions. At various periods the stock of books was almost completely depleted for lack of funds to replenish the supply. Another and most serious handicap remains to be noted. The Synod's own book business did not enjoy the unanimous support of the Synod itself. Agitation against and opposition to the Publication Society's activity persisted throughout its existence only to grow more bitter as the years passed. The main cause for the discontent lay in the fact that the business yielded no profits. The limits of the field, the poverty of the immigrants, mostly newcomers, and all the other unfavorable factors noted were circumstances which the faultfinders would not take into account. This open or secret undermining of the business proved even more disastrous than the fire that destroyed the plant in 1871."

Worn out by the agitation, the supporters of the undertaking lost patience, and the officers expressed willingness to yield their thankless task to other hands. It was seriously proposed to sell the entire business. At its annual meeting, October 2, 1872, the Publication Society placed the business in the hands of the board of Augustana College and Theological Seminary by constituting them the board of the Society. The members were: T. N. Hasselquist, Erland Carlsson, Jonas Swensson, John Johnson, clergymen; Jonas Engberg, Johannes Samuelson, J. E. Wistrand, and Nelson Chester, laymen. It was understood that the business was to be conducted for the benefit of the institution, specifically for the salary fund.

WHAT THE SOCIETY ACCOMPLISHED

Among the more important publications issued during the whole period were *Psalmboken* (the Church of Sweden hymnal) as revised by Thomander, Wieselgren, and others, in two editions, 1864 and 1871, and *Hemlandssånger*, a fine collection of hymns and spiritual songs that inspired and edified Augustana congregations for many years. Others were various editions of Luther's *Catechism*, the *Bible History*, and *Kyrkohandbok* (the Church Manual).

Besides its own publications, the Publication Society also imported large quantities of the best publications of Sweden, which soon found their way into thousands of homes, and the knowledge and culture

thus disseminated among the scattered families and churches of the Augustana Church continued to bear noble and blessed fruit for many years.

The activity of the Publication Society is evaluated by Dr. O. V. Holmgren in the following words: "From the time of the founding of Augustana Synod in 1860, and for fourteen years thereafter, the Synod may be said to have owned and controlled its own publication work, and it can be said in all sincerity that it fulfilled its purpose. This aim was in part the strengthening of the national and churchly consciousness of the small and scattered congregations, in part the training and sustenance of the spiritual life through good and edifying literature, and the spiritual harvest accruing to the Synod thereby."

A SALE AND HOW IT WAS INTERPRETED

At this juncture the church was in sore pecuniary straits. The location of Augustana College and Theological Seminary at Paxton, Illinois, had proved a mistake, and its continued existence was doubtful. The publishing business had been carried on for many years for the benefit of the church, but with indifferent success. With the serious losses sustained, there was no hope of gain from this source for several years to come. Despairing of its ability to keep both the school and the publishing business, the church decided to sacrifice the latter in order to save the former.

Only a few weeks after taking over the management of the Publication Society, the college board disposed of the weekly, *Hemlandet*, to Messrs. J. A. Enander, its editor, and G. A. Bohman, the manager, for \$10,000 payable in semi-annual installments. The new owners assumed the publication of the paper with the first week in December 1872. With the sale went an agreement by the college board of directors not to publish any other general newspaper so long as *Hemlandet* was published as specified in the bill of sale, and the agreement was ratified by the church.

The sale of *Hemlandet* was not criticized. The promise of the Publication Society and its management to publish no new paper of its type was honored. The new owners, on their part pursued an editorial policy friendly toward the church. The publishing of a political paper, moreover, now lay outside the sphere of the church's activity. If in the earlier years churchmen felt obligated to exercise leadership also in the people's civic concerns, that period was now past.

During the ten years following 1872 Augustana College received

through the sale of *Hemlandet* an annual income of \$1,000. Even so, this was by no means sufficient to rescue the school from its financial difficulties. In 1873 the college board, directing the business of the Publication Society, was still determined to retain the remainder of the business, but when the church resolved to move the college and seminary to Rock Island, where land had been purchased for \$10,000, after asking for power to act, sold the rights and privileges of the Publication Society, its present publications, copyrights, plates, stock of books, etc. for the sum of \$17,000, payable in semiannual instalments. The church had authorized the board to sell the book store, but not at a price less than \$15,000. Messrs. Jonas Engberg, Charles P. Holmberg, and Pastor C. O. Lindell purchased the business in partnership and assumed charge in July, 1874.

Because of the various interpretations placed upon the sale, it has seemed proper that the sales contract be printed in full:

INSTRUMENT OF CONVEYANCE

Know all men by these presents, that the Swedish Lutheran Publication Society, a Body Corporate and Politic, existing and doing business in the City of Chicago, under a special Charter from the legislature of the State of Illinois, in consideration of the sum of Seventeen Thousand (\$17,000) dollars to us in hand paid by Jonas Engberg, Charles P. Holmberg, and Charles O. Lindell, partners composing the firm of Engberg, Holmberg, and Lindell, doing business in said Chicago, do sell and convey to them all the rights and privileges of the said corporation, its present publications, copyrights, plates, stock of books, store-fixtures, safe, printing office and appurtenances, its outstanding accounts and its rights to the column of advertisements in the newspaper known as *Hemlandet*, with the exception of the monthly paper *Augustana*. And in consideration thereof said firm agrees to pay said sum of Seventeen Thousand (\$17,000) in manner following, viz.: Five Hundred (\$500) dollars every six (6) months for the five years ending August 1st, A.D. 1879, and Six Hundred (\$600) dollars every six months thereafter until the remaining Twelve Thousand (\$12,000) dollars shall be fully paid, all payments to be without interest.

And the same firm do also, as further consideration for their aforesaid purchase, agree to pay all debts of said corporation and to indemnify said corporation against the same, and do further agree to keep constantly for sale the standard theological and religious works of the Lutheran Confession, and that they will not keep on hand or expose for sale any immoral books.

And it is mutually agreed that the members of said firm shall execute and deliver to Rev. Erl. Carlsson, who in receiving the same shall represent said corporation as Trustee, all securities necessary to carry out the above stipulation.

In witness whereof, said corporation hath hereunto caused its President to affix his name and the Secretary his countersign in token of the execution

thereof, and the members of said firm have hereunto set their hands and seals this 29th day of September, A.D. 1874.

T. N. HASSELQUIST

President Board of Directors of the Swedish Lutheran Publication Society.

NELSON CHESTER

Secretary Board of Directors of the Swedish Lutheran Publication Society.

JONAS ENGBERG

CHAS. P. HOLMBERG

CHAS. O. LINDELL

Eric Norelius has given us what is perhaps the best explanation of the conditions that compelled the sale. Many years after the transaction he wrote:

"Since I have been blamed as the man who probably most urgently advocated that the Synod dispose of the old Publication Society by selling *Hemlandet*, the bookstore, and the printing plant, an act which was afterward and still continues to be branded as the height of foolishness, if not worse, I here take the liberty of making an explanation. An act must be judged according to the time and circumstances, if it is to be rightly judged. Had conditions then been what they became later and what they now are, I admit that it would have been very unwise for the Synod to dispose of the Publication Society; but as things were at the time, I doubt very seriously that we could have acted otherwise. Hasselquist had the very best reason for asking: 'How shall we be able to support this large household? What can prevent the dissolution of the school?' The Publication Society brought us nothing to speak of at the time, but by selling the property we gained the means for the maintenance of the school. Necessity knows no law. We doubtless did the right thing in selling out the publication business rather than to have let the school go by the board. As between two evils, we chose the lesser."

"It is fair to assume," writes Dr. E. W. Olson, "that without the substantial annual income for the school secured by the sale of *Hemlandet* and the bookstore, printing office, and publishing rights of the Synod, its college and seminary could hardly have been maintained and would have been still less likely to establish itself in Rock Island during the financial crisis of 1873 and following years."

It is easy to speak of the sale as a tragic mistake, if not indeed an unwarranted transaction. But surely those who acted in this instance were confronted by the pressure of circumstances. They acted to save the life of the college and seminary. Though the church's authoriza-

tion to sell was not a command, the situation gave it practically that value.

Besides the different interpretations of the sale, there was a difference of opinion as to what the sales contract implied. There were those who claimed that the church had through the sale forever blocked the way for any publication society apart from that of the company to whom it had sold and conveyed the rights and privileges of the Swedish Lutheran Publication Society. There were others who held that the church would be justified in again establishing a publishing house, and that it ought to do so. It is certain, as will be shown in a later section, that conflicting opinions and purposes led to unwholesome rivalry and competition, more especially in the fifteen years that followed.

The Church Served By Other Publishers, 1874-1889

THE ENGBERG-HOLMBERG PUBLISHING COMPANY

The Engberg-Holmberg Publishing Company took over a stock of books valued at about \$12,000, debts aggregating \$11,000, and book accounts totalling \$4,700. The publications were principally *Psalm-boken*, *Hemlandssånger*, Luther's *Catechism* and a child's primer. There was, besides, a stock of imported Swedish books. The official Swedish paper, then known as *Augustana och Missionären*, had not been included in the sale, but remained in control of the college board. The chief asset of the business was the good will and the prospect of success based on the publishing rights of the former official Publication Society and the further agreement that the firm was to supply the future demands of the Augustana Church for "the standard theological and religious works of the Lutheran confession." These were the main stipulations in the contract which was signed by both parties on September 29, 1874. Their action was ratified by the church the following year.

It may be stated in brief that during the fifteen years' duration of its official mandate this publishing company developed a noteworthy activity. No less than twenty-seven publications, aggregating forty-five editions, were issued during the first five years, twenty-five of which were religious books published for the Augustana Church. For the entire period 1874-1889 the Engberg-Holmberg house put out more than seventy different books, ranging from the Bible, books of worship and devotion, doctrinal works, hymnals and songbooks to textbooks for parochial and Sunday school, religious story books, and ju-

veniles, nearly all of which were serviceable to the church. During the whole period the educational institution of the church was sharing the profits of the publishing business in the form of installments regularly paid on the purchase price. . . . The history of this publishing house touches that of the Augustana Book Concern at many points between the years 1884 and 1917.

When in 1876 the church decided to publish *Concordia Pia* and in 1879 a revised edition of the *Catechism*, this was considered a violation of the contract made with the Engberg-Holmberg firm. In the first case, however, a compromise was reached. As regards the *Catechism*, the copyright was held by the board of Augustana College until it was later sold to the present Augustana Book Concern. More open to question was the letting of the printing of the revision of the latter book to a private firm which paid nothing to the school. Other examples of rivalry and competition, more or less friendly, between the church and the firm it had authorized as its publisher, are mentioned by Dr. E. W. Olson.

The final settlement with the Engberg-Holmberg firm is recorded in the following words:

"Twenty-eight years of needless friction was finally ended in 1917 by the purchase of what remained of the business of the Engberg-Holmberg Publishing Company by the Augustana Book Concern. The property was offered for sale successively in 1912, 1913, and 1914, the Synod suggesting to its board that the offer be considered. The price first asked was about \$55,000, and when \$18,000 was offered in July, 1914, it was declined. Again in 1917 the Augustana Book Concern was approached with a similar proposition, when on June 26 the Chicago house offered its property for \$30,000, and it was purchased for the Synod on August 21 at \$21,200, the deal being closed definitely October 2. The negotiations were opened with a statement by Pastor C. E. Hoffsten on behalf of the Engberg-Holmberg interests. He pointed out, says the record briefly, that, owing to the turn of events in the past and the similarity of the business carried on by the two houses, they found it no longer possible to compete with the Augustana Book Concern.

"For more reasons than one this transaction was highly desirable. Although much belated—the proper time was in 1889, or in 1896, after the A. B. C. stockholders had been paid—it was still economically advantageous to the Synod while it satisfied a long-felt sense of justice and fair play. The best interests of the Synod could not have been served by its maintenance of a competitive publishing house

at a cost which in the twenty-eight years far exceeded the price it asked for withdrawing. In common fairness an arrangement was due the old firm which was at one time the authorized publication house and whose mandate had never been revoked in due form. This fact makes October 2, 1917, an important date, not only in the history of the Augustana Book Concern, but in that of the Augustana Synod as well, for on that day the rights of the old synodical Publication Society, which had never been in dispute, were fully redeemed, and from that day there was no one to contest the field with the Augustana Book Concern. No other conclusions can be drawn from the proceedings of the Synod and the records of the two publishing houses. Differences dating back to the eighteen-sixties had now been composed for the first time, and the Synod stood united about its publishing interests. By the next synodical convention this act of the Book Concern board was pronounced 'satisfactory,' but it was more than that. Thereby a correction was made which sets the record right. The credit belongs to Dr. F. A. Johnsson, the president, Mr. A. G. Anderson, the manager, and Mr. Grant Hultberg, his assistant, and the members of the Board of Directors. Those who served then were: Doctors P. A. Mattson, Alfred Bergin, Adolf Hult, T. A. Conrad, Mr. G. N. Swan, and Professors I. M. Anderson and A. A. Stomberg."

"UNGDOMENS VÄNNER" AND THE AUGUSTANA TRACT SOCIETY

In 1877, two years after the school had been established in Rock Island, a new publication society was started in a modest way at Augustana College. Four teachers and six students met December 14 and formed a group named "Ungdomens Vänner" (Friends of Youth) with the avowed purpose of "promoting the spiritual and temporal welfare of the children and youth by publishing a children's paper in Swedish as a beginning." The four teachers who took the initiative were T. N. Hasselquist, C. O. Granere, Olof Olsson, and C. P. Rydholm. The resolution was signed also by the six students: J. H. Randahl, C. J. Petri, C. A. Swensson, M. Wahlstrom, C. M. Esbjörn, and Joshua Hasselquist.

C. A. Swensson, one of the first members, reveals the ideal motives of this group in these words: "The year 1877 was a remarkable one in the history of our Synod. Great spiritual revivals began, especially in Illinois. Doctor Olsson, then in the full vigor of his manhood, preached the gospel of the Cross with a fire that kindled thousands of hearts. At our common institution of learning in Rock Island strong spiritual winds were blowing. In that very connection we asked our-

selves the question, 'What can and ought to be done throughout the Synod to save our young people for Christ's kingdom and the Evangelical Lutheran Church?' The members of the first graduating class at Augustana College . . . were vitally interested in this youth problem."

It was the members of the class of 1877, the first to graduate from Augustana, who at the organization of "Ungdomens Vänner" provided the sum of \$11.41 as the first funds of the Society. This amount had remained from a collection taken the previous fall at a Gustavus Adolphus festival in Moline. On June 10, 1880, it was reported, at another college event, that the Society had published 50,000 pieces of printed matter during the two and one half years it had been in operation, of which 31,000 had been either sold or distributed free. Assets in cash and accounts payable amounted to \$400.

The activities of the Society had begun with the publishing of six tracts in an issue of 5,000 each. Its first book was a devotional volume, *Vid Korset*, by Prof. Olof Olsson, having merely the initials "O. O." on its title page. It consisted of sixteen meditations for Holy Week. Within two years of its publication in 1878, the little book reached a distribution of two printings, and in the same period four printings had been published and sold out in Sweden. For years it remained a "best seller" in the Augustana Church, and as recently as 1942 was translated and republished under the title *Salvation in Christ*. Another publication of the Society was an address by the same author on "The Reformation and Socinianism," which was printed in 9,000 copies. In 1879 the Society assumed the publishing of *Ungdomsvännnen*, an illustrated journal first published in Chicago.

The contemplated children's paper in Swedish did not come into existence until much later, since it was found to be unnecessary. *Barnvännnen*, a creditable paper similar to what they had had in mind, had been published for the Sunday schools of the church since 1874 by Joseph E. Osborn, a son of L. P. Esbjörn, in conjunction with Pastors Anders Hult and J. G. Princell. The field for that paper was then quite narrow, and rather than divide it with these publishers, "Ungdomens Vänner" abandoned their first project to work for the youth element by means of circulating religious tracts. In 1880 the Society took over *Korsbaneret*, begun by O. Olsson and C. A. Swensson, and continued for three years the editing and publishing of this long-lived Swedish annual of the Augustana Church. Until 1883 nothing special was undertaken. In that year the society began publishing a Sunday school paper in the English language, *The Olive Leaf*, and also

put out its most pretentious book, the richly illustrated *Luther-Kalender*, issued in connection with the quadricentennial of Luther's birth. It was largely the work of Dr. Olsson.

It soon became clear to "Ungdomens Vänner" that for successful operation a firmer organization and a larger working capital were necessary. On February 6, 1883, the society took steps to incorporate under the name Augustana Tract Society and also to purchase a half interest in the printing plant of Thulin and Anderson in Moline, Illinois. In June those of its members present at the synodical convention resolved to invite the pastors of the church and its membership in general to become members of the Tract Society at a fee of ten dollars for three years with the privilege of receiving six dollars worth of books free. Any profits exceeding these sixty per cent on the capital invested were to go toward the maintenance of Augustana College and Theological Seminary. Despite its optimism, the plan did not prove attractive. At a business meeting held at the commemoration of the Luther Anniversary at Augustana College, November 7-8, 1883, reorganization was again decided on. At this time it was resolved to form a new stock company, but with the proviso that business was to be "so conducted as not to vitiate the principles on which the enterprise had been carried on in the past—it was to continue for the benefit of Augustana College."

The Friends of Youth and the Augustana Tract Society ventures together were in operation for a little more than five years and a half, the latter for less than a year. But their work was not in vain. They had given life and purpose to the desire to return to the Augustana Church the kind of publication program it had early envisaged. Without questioning the sincerity of motive and purpose, there is reason to think that relationship with the firm to which the church had conveyed its publishing rights could have been more equitably maintained.

The accounts of the Tract Society, well kept by Prof. Rydholm as manager, started July 1, 1883, with a "deficit of \$258." Its first fiscal year ended May 31, 1884, with the deficit slightly increased. The business was taken over by the new stock company, known as the Augustana Book Concern, on August 14, 1884, at a purchase price of \$1,500.

AUGUSTANA BOOK CONCERN: A PRIVATE PUBLISHING COMPANY

The first publishing house bearing the name Augustana Book Concern was organized in June, 1884. It was a private stock company,

built squarely on a business foundation, seeking to maintain the benevolent purposes of its predecessors. As a continuation of "Ungdomens Vänner" and the Augustana Tract Society, its constituency was largely the same, namely, pastors of the Augustana Church and teachers at its school, together with a few others, active laymen in the congregations. As a publishing enterprise it came into being without synodical action or sanction and existed as a purely private enterprise until the year 1889. This needs to be kept clear, if we are to understand the action of the church that year in forming a new and official Board of Publication which dealt with it as a private company.

According to a notice in *Augustana och Missionären*, signed by C. P. Rydholm on behalf of the commissioners in charge of the sale of stock, subscribers to the stock of the Augustana Book Concern were called to hold their organization meeting at Augustana College, June 13, 1884. The commissioners had been elected on July 2, 1883. The organization was completed June 24, 1884, when the first board and officers were elected. The board met for the first time July 16-17 the same year.

The men who served as organizers and incorporators were Joshua Hasselquist, Carl P. Rydholm, Constantinus M. Esbjörn, Anders O. Bersell, Andrew G. Anderson, and Joshua Lindahl. The three first named were among the original members in "Ungdomens Vänner." The capital stock was fixed at \$15,000, divided into 300 shares of fifty dollars each. "The object for which Augustana Book Concern is formed," the prospectus states, "is: Printing and publishing, and selling of books and stationery."

The commissioners agreed that the following principles should be carried out in the organization and government of the concern and incorporated in its constitution: "1 No stockholder can be the owner, proxy, or representative of more than one tenth of the whole number of shares of the Capital Stock. 2. Any number of shares may, however, be owned and represented, *in trust*, for Augustana College and Theological Seminary. 3. After all expenses, including interest at the rate of six per cent per annum on the Capital Stock, have been paid, the net profits that may arise shall be divided as follows: One third to the stockholders, and two thirds to Augustana College and Theological Seminary. 4. In case of dissolution of the Augustana Book Concern, this apportionment of the net profits shall apply also on the increased value of the property of the Concern over and above the Capital Stock."

About one half of the signers were students, teachers, and pastors

of limited means, and many difficulties were encountered in the attempts made to collect the assessed installments on shares. After five years only \$11,200 of the capital had been paid in. This amount, less stock given in trade, left very little working capital, with the result that the business was seriously hampered throughout. After eliminating the mere signers, the real stockholders seem to have been some fifty in number. Those who acquired three or more shares of stock were: Pastors—C. A. Bäckman, 8 shares; T. N. Hasselquist, 18 shares; S. P. A. Lindahl, 37 shares; Nils Forsander, 5 shares; C. P. Rydholm, 5 shares; C. A. Swensson, 4 shares; Laymen—A. G. Anderson, Moline, 10 shares; Gustaf Johnson, Altona, 4 shares; C. A. Thulin, Moline, 12 shares; Prof. A. W. Williamson, 3 shares. The shares owned by Thulin and Anderson were obviously acquired through the sale of their printing plant to the new company.

At the organization meeting the stockholders elected a board of directors. Its first members were Josua Lindahl, C. G. Thulin, S. P. A. Lindahl, T. N. Hasselquist, Gustaf Johnson, A. Hult, C. A. Swensson, A. O. Bersell, J. A. Freeman. Prof. Rydholm was chosen president of the company, C. A. Swensson, vice president, and A. O. Bersell, secretary. At the same meeting the wish was expressed that the board "buy of the stock of Engberg and Holmberg in Moline as much as they shall deem good and profitable." On the ground that the present business status of the Concern would not permit such a deal, the board declined an offer from the Chicago firm to sell their branch store in Moline to the Augustana Book Concern. At its first meeting, held July 16-17, 1884, the board offered the Augustana Tract Society \$3,250 for its half-interest in Thulin and Anderson's printery at Moline. According to the historical sketch in *Augustana*, July 20, 1899, the property of the Tract Society, including a stock of books and three periodicals, *Ungdomsvännan*, *The Olive Leaf*, and *The Augustana Observer*, was purchased for \$1,500, and the remaining half-interest in the plant of Thulin and Anderson for \$6,300. The new quarters were opened for business on August 2, 1884, with Prof. Rydholm in charge of the bookstore and A. G. Anderson as manager of the printing office. Pastor S. P. A. Lindahl, who visited Sweden that summer, was authorized to establish connections with publishers "as a start toward a book supply." One further decision made at the first meeting of the board was to increase the capital stock from \$15,000 to \$25,000.

Later in 1884 the sum of \$2,000 was offered for *Barnvännan*, published by Engberg and Holmberg for the Sunday schools of the Au-

gustana Church. The resolution read further, "That in the event this offer is rejected, immediate steps be taken toward publishing a Sunday school paper." Pastor Anders Hult, founder and editor of *Barnvännan*, was offered \$1,000 per year to take charge of the contemplated new paper from January 1, 1885.

At the annual meeting of the stockholders June 12, 1885, Swenson, Rydholm, and N. S. Youngdahl were elected directors. When a motion to the effect that no person owning shares in any other publishing company be eligible to membership on the board was made and tabled, Hasselquist and Thulin at once resigned from membership on the board. The board was authorized to purchase the lot and frame building at 38th Street, Rock Island, owned by Lindahl and Hasselquist and rented to the company. The following officers and directors were elected by the board on June 12, 1885: President, S. P. A. Lindahl; Vice President, C. A. Swensson; Treasurer, C. P. Rydholm; Secretary, J. Moody; Directors: J. Westling, N. S. Youngdahl, G. Johnson; Office Editor, Prof. A. O. Bersell. Representatives were elected July 23 to act for the company at a proposed meeting looking toward a consolidation with three other publishing concerns, namely, Enander and Bohman, Engberg and Holmberg, and the Publication Society of the Northwest. They reported October 6, when the proposition was dropped.

For the year 1885 *Augustana och Missionären*, the official organ of the church, had been leased to the new company by the Board of Directors of Augustana College for a consideration of \$500 plus \$1,200 for editorial salaries. The lease, which was extended to three years, did not give the Augustana Book Concern the right to appoint an office editor and to decide as to size, contents, and price, as had been asked.

In his annual report as president of the company and of the board June 11, 1886, Pastor Lindahl pointed out that the working capital was insufficient, explaining: "Had the shares subscribed for been paid up, this difficulty would have been avoided, but since only \$8,309 of the \$15,000 has come in, it is readily seen that we have been in a financial pinch continually." As to dividends he had this to say: "We ought to have paid out something in dividends to the stockholders long before this, but to take anything out of the business just now would be almost too risky."

On May 4, 1887, the company resolved to publish the monthly magazine *Ungdomsvännan* after July first as a weekly religious and general newspaper to be edited by Lindahl, Bäckman, and Albert Ro-

dell, three Augustana pastors. C. G. Thulin was elected manager June 10 and took charge August 15. The president reported that the business was now well in hand and developing in a promising way. At the same meeting negotiations for the purchase of the Engberg-Holmberg branch in Moline were decided on. On September 4, Pastor Lindahl was elected office editor, and on November 29 the building owned by him conjointly with Pastor Hasselquist was purchased for \$3,600.

The accounts for the year 1887 show one item of nine dollars paid out in dividends, which seems to have been the sum total. Augustana College now owned twenty-one shares, donated by individual stockholders, and a dividend of six per cent had been declared but could not, it seems, be distributed. Books had been published during the year totalling 34,000 copies.

The interesting items for the year 1888 were the following: On June 8 the company, without previous decision by the church, took steps toward publishing the church's official history by requesting its president to "make arrangements with Norelius about publishing his book 'Augustana-synodens historia.'" Negotiations for consolidation with the Concordia Publishing Company of Chicago were opened in the fall, and on November 9 the two companies were merged, these being the principal terms of agreement: (1) The Concordia was to trade in its entire stock for shares in the Augustana Book Concern, approximately \$3,000. (2) Its weekly paper, *Vårt Land och Folk*, was to be absorbed by *Hemvännen*. (3) Its juvenile paper, *Barnvännen*, was to be continued. (4) The publishers of *Barnens Tidning* [Lindahl and Quist] were asked to turn it over to the Augustana Book Concern, so as to merge the two Swedish Sunday school papers. (5) The English juvenile papers, *The Children's Friend* and *The Olive Leaf*, published respectively by Concordia and Augustana Book Concern, were to be similarly merged. On December first eighteen shares were issued to each of the principal holders of the Concordia stock, namely, C. G. Chinlund and R. F. Brink, making the purchasing price nominally \$1,800.

On the same date a new contract for the publishing of the official paper of the church was proposed. The company made the college board an offer to pay \$1,700 for the right to publish *Augustana och Missionären* for 1889 on condition that the said board defray the cost of editing and proofreading. The company further resolved to request that the Synod's own book publications be surrendered to them on the ground that "Augustana College is the largest stockholder in

the Augustana Book Concern, and all real profits from the business accrue to Augustana College and Theological Seminary." These publications were profitable to the school, while the best intentions and hopes of the new publishers could not foreseeably promise any adequate support for it.

Mr. C. G. Thulin had been engaged as business manager in 1888. It was apparent to him and was soon made apparent to the stockholders that things were not going so well. Of the capital stock only \$11,280 had been paid in, and it was necessary to carry the bookstore and the business as a whole on credit. During the year the board had lost two members, Bäckman having died and Swensson having resigned. In view of this state of affairs the stockholders on June 11 resolved: "That the Board be empowered to find ways and means of increasing the capital stock to \$50,000." This decision needed not to be carried out, as the following year's events showed. At a meeting of the stockholders August 8, 1889, they passed the following resolution: "*Whereas*, the Augustana Synod at its recent annual convention elected a Board of Publication to establish a publishing and bookselling business, and *whereas* said Board, according to synodical decision, makes overtures to the Board of Directors of the Augustana Book Concern to take over its business, therefore be it *resolved* that the directors be empowered to sell all the property of the Augustana Book Concern to the new Board on the most favorable terms."

A number of good books were published by the Augustana Book Concern in its capacity as a private plant, but the output for the five years was not large. Several devotional books from Sweden were reprinted here and others were imported to be sold. Among these may be mentioned *Kyrkohistoria*, a small textbook by Tönder Nissen, and *Den allting förvandlande handen*, by Alfred Sandell, printed with a foreword by Olof Olsson, in 1885. A few contributions were made to the literature of the Synod. Olof Olsson's little book, *Vid Korset*, carried over from "Ungdomens Vänner," was probably the best seller among Augustana people at the time, having reached its fifth printing in 1887. The same year *Försök till förklaring af Pauli bref till Efesierne*, a commentary on Ephesians, by T. N. Hasselquist was published. This was the principal new contribution by these publishers. The collected works of Dr. Fjellstedt, three volumes of popular Bible commentaries, were imported and sold by them.

When it appeared doubtful that the Synod would continue the policy of leaving not only its official periodical but all its publications to a private corporation as its, "agency," the stock company offered to

sell out to the Synod. When the Synod voted to re-establish, after fifteen years, a Board of Publication, there went with this decision instructions to consider their proposition, and the purchase was subsequently made, whereby the private company known as the Augustana Book Concern was dissolved.

CONFLICTING PUBLISHING INTERESTS: AN APPRAISAL

The period just reviewed, despite the honest efforts put forth to serve the church, was in many respects an era of conflict and confusion. The publishing interests of the church were in too many hands. A church body numbering about sixty thousand was expected to support a number of publishing concerns competing with one another. These were: Engberg-Holmberg, which in 1874 had purchased the business of the Swedish Lutheran Publication Society; the Enander-Bohman firm, which had bought *Hemlandet*, but which also engaged in the book business; and Augustana Book Concern, the private stock company. Often these publishing concerns sought to print books of the very same kind for the use of the church, not seldom at a difference in price. Local bookstores and publishing societies were bidding for the same business in various Conferences of the church, namely, those of Minnesota, Illinois, New York, Iowa, Kansas, and Nebraska. It is easy to see that a change had to come.

While stating that the thought of regaining for the church some of the publications sold to the Engberg-Holmberg firm lay back of the venture of the private stock company, Dr. O. N. Olson makes mention of the conflict of interests in the following words: "The new corporation in various ways obtained concessions to publish synodical publications, including the church papers. As this seemed to be an encroachment upon the rights purchased by the Chicago firm, many were dissatisfied and withdrew from the venture, among them Hasselquist and O. Olsson, who had been of the original group of *Ungdomens Vänner*. . . . It was inevitable that the competition should cause considerable ill feeling."

In a letter of December 15, 1882, Hasselquist defined his attitude to the book business. Writing to Engberg & Holmberg, he said: "As a member of a little private society ["Ungdomens Vänner"] I have been one of a number to print sundry little things which we have thought suitable for our congregations, and I am likely to continue to do so. But I have been, and will always be, opposed to carrying on this work on so large a scale as to hamper the publishing house in Chicago. . . . I have stated positively that if anything is undertaken

in opposition to the Chicago house, I for one will withdraw. No reason that I know of could induce me to change my position in this matter."

The way the official paper of the church was handled under private control also met with Hasselquist's disapproval. After the company had for some time been publishing its own paper in direct competition with the church's organ, edited by him, but controlled by them, he had good grounds for writing that he "had been of the opinion for some time that two papers with programs so nearly alike as those of *Hemvännan* and *Augustana och Missionären* could not with equal advantage be issued by the same publishers, especially as one was *owned* and the other so to say *rented* by the firm." When, in 1889, he resigned the editorship of the synodical paper, it was in protest against this divisive policy.

Early in 1886 Dr. Olof Olsson defined his position in a letter to his friend Jonas Engberg. He stated that he was not a member of any publishing company. True to his character, he took a conciliatory attitude. "I cannot be unfriendly to either side," he wrote. "It hardly entered my mind that I am editor of *The Olive Leaf*. It would certainly have been better if you had had the Swedish and we the English Sunday school paper. As it is now, a great deal of confusion, friction, jealousy, and enmity is bound to arise. Among Christians this should not be. . . . I cannot, of course, appear as an opponent of those with whom I associate daily. Here we must think of our poor school, whose economic future looks so dark to me. . . . We certainly have no desire to ruin you. Nor is it right of us to decry one another's acts and put the worst construction on them. . . . Such things erode the very vitals of our church life. I pray the Lord for grace that I may be spared from taking part in such internal tugging and tearing. . . ."

The attitude of fairness and conciliation was also voiced by Pastor C. O. Lindell, who was connected with the Chicago firm, in a letter to Prof. C. P. Rydholm, manager of the Augustana Tract Society, dated August 23, 1883, shortly before it took the form of the Augustana Book Concern stock company. It referred to a competition in the field of Sunday school papers that seemed unwarranted to the writer. He conceded the right to point out failure on the part of the publishing company to meet the requirements placed upon it in the contract, but questioned the action taken. "Ought you not then to have chosen a better way?" he wrote. "As I see it, the Board of Directors [of Augustana College] are responsible to the Synod for the proper conduct of the publishing business. If there be cause for com-

plaint on this score, that is, as to books published, and the prices, such complaints ought to be made before the Board of Directors. . . . If then the publishers refused to be governed by the official will and instructions of the Board, the latter would be warranted in taking the necessary steps for effecting the desired reform. Along that line a new publishing house might be established, or even in another lawful way, namely by buying out the present proprietors at a satisfactory price." He felt that any other line of action would be scandalous.

Dr. E. W. Olson, who has made a thorough and well-documented study of the period, says, "The competition might have been kept within bounds by a reasonable division of the business, but this was not done. Both houses wanted to publish and sell the same books to the same people, and not always at the same price."

In his capacity as president of the church, Dr. Lindahl deplored the prevailing disorder in plain words. "In regard to textbooks and such books as are required for public worship and in the home," he said, "any private person or firm may by gaining influence undertake to introduce whatever [books] they choose. What influence so loose and arbitrary a handling of an extremely important matter may exert on both polity and life it is not hard to foresee."



AUGUSTANA BOOK CONCERN—First Building
Erected in 1884

II

AUGUSTANA BOOK CONCERN

PUBLICATION HOUSE OF THE AUGUSTANA CHURCH
1889-1962

Its Establishment

BOARD OF PUBLICATION

The decision creating the new publishing house of the Augustana Church was passed June 19, 1889, at the annual convention in Rock Island. It reads: "Resolved, That the Synod elect a Board of Publication to bring about greater unity in the use of textbooks in the parochial schools as well as our educational institutions and to publish and offer for sale such books and periodicals as the Synod shall decide on." The resolution carried with it two related decisions: "(a) That this Board of Publication is instructed to buy out the Augustana Book Concern [the private stock company] in the interest of the Synod, if possible; (b) That this Board is likewise instructed to arrange affairs in such manner that its activities shall stand in friendly relations to Engberg-Holmberg and other book publishers."

A temporary board was chosen to organize the official publishing business. Its members were: S. P. A. Lindahl, M. C. Ranseen, Victor Setterdahl, C. J. Petri, pastors; and C. G. Thulin, C. G. Chinlund, Nels Nelson, laymen.

Five members, Lindahl, Ranseen, and the three laymen, met in Chicago, July 9, to organize, electing Lindahl president and Nelson secretary, *pro tempore*. The Lutheran Augustana Book Concern was the name adopted, and it was decided to locate in Chicago. It was further decided to incorporate the board and to negotiate with the board of the Augustana Book Concern stock company at a later meeting for the purchase of its plant.

On August 8 the two boards met at Augustana College, Rock Island. After the company's proposition had been received and its board members had retired, it was resolved to purchase its entire business, as per invoices presented. The statement of accounts was not recorded, but the twenty-fifth anniversary sketch of 1914 shows the net worth,

after the deduction of debts, to be \$6,107. As to capital stock, it was agreed to pay forty dollars per share of all shares fully paid up, notes to be issued payable in five years from date, with six per cent interest. The transaction was ratified on September 3, when the board met as a corporate body at Rock Island, the proposed removal to Chicago having been reconsidered. On this date the organization was completed, Pastor Lindahl being elected president, Pastor Ranseen vice president, Mr. Nels Nelson, secretary, and Mr. A. G. Anderson manager and treasurer.

ORGANIZATION COMPLETED

On November 19, 1889, the Board of Publication came to an agreement with the Board of Directors of Augustana College with regard to the publishing of the official church paper, which was to be named *Augustana* and to be enlarged after absorbing the weekly *Hemvännan*, Later *Barnens Tidning* was taken over from Lindahl, who was made its editor.

Framåt, a paper published at Lindsborg, Kansas, was offered for sale, but the offer was declined. Negotiations were opened with Enander and Bohman, looking toward the taking over of their stock of books and eliminating that element of competition.

The 1889 convention adopted an elaborate program for the enlarged *Augustana* and elected Eric Norelius editor-in-chief, together with a large staff of associates, including T. N. Hasselquist, A. R. Cervin, A. Rodell, O. V. Holm grain, and L. G. Abrahamson, the only ones out of twenty-two who remained with the paper after the experiment of that first year.

After having accomplished their work, the members of the temporary Board of Publication yielded to a regularly elected Board of Directors of the Lutheran Augustana Book Concern in 1890. Those then chosen were: Lindahl, Thulin, and Nelson, re-elected; Pastors L. A. Johnston, P. J. Kallstrom, L. G. Abrahamson, and Mr. Gust Bengston, new members.

In 1903, the church acceded to the request of the board that the name of the publishing house be changed from the Lutheran Augustana Book Concern to the simpler and more fitting Augustana Book Concern.

Now that the church once more had a publication business of its own, the question of its permanent location had to be decided before larger steps were taken to establish its activity. At the synodical con-

vention in 1892, the board proposed that the plant be transferred to Chicago. What was sought was a decision once and for all for the good of the business. After an extended discussion a decision was made to continue the headquarters at Rock Island.

Its Administration

THE BOARD OF DIRECTORS

The Augustana Book Concern operated as an Illinois corporation governed by a board of directors of nine members elected at annual conventions of the church. The board has met regularly four times a year, and an executive committee has met monthly or as the situation required.

Up until 1924 the chairman was invariably a pastor, but when in that year the former incumbent withdrew, Dr. C. W. Foss, who had served almost a quarter of a century as member and for a number of years as vice president, was chosen as chairman, Prof. A. A. Stomberg, another long-time member, taking his place as vice president. Prof. I. M. Anderson, another valued churchman, gave long and distinguished service as board member and secretary.

The following have served as presidents of the board: Dr. S. P. A. Lindahl, 1889-1908; Dr. C. W. Foss, March 27, 1908—July 14, 1908; Dr. F. A. Johnsson, 1908-1924; Dr. C. W. Foss, 1925-1928; Dr. A. T. Lundholm, 1929-1938; Dr. Oscar N. Olson, 1938-1941; Dr. H. E. Sandstedt, 1942-1943; Dr. A. D. Mattson, 1944-1947; Dr. O. V. Anderson, 1948-1951; Dr. Clifford A. Nelson, 1952-1957; Rev. Russell W. Johnson, 1958-1959; Dr. Reuben K. Youngdahl, 1960-1962.

For many years all publication matters were handled by the board of directors. Feeling that more attention should be given to Sunday school literature, the church chose a committee to give thought to the matter. This eventually resulted in the creation of another board, of which more will be heard later, namely, the Board of Christian Education and Literature. Since a clearer definition of the separate functions of this board—the responsibility for Christian Education texts and the promotion of Christian literature in general—the church after some years created the Board of Parish Education and the publishing house board chose from its own membership a special Committee on Literature.



THE BOARD OF DIRECTORS, 1961

Left to right: G. Erik Hagg, Maurice Moe, Arthur O. Arnold, Birger Swenson, Ivar E. Johnson, Reuben K. Youngdahl, C. Don Fuelscher, H. A. Schwanbeck, Malvin H. Lundeen, Luther R. Livingston.

THE MANAGEMENT

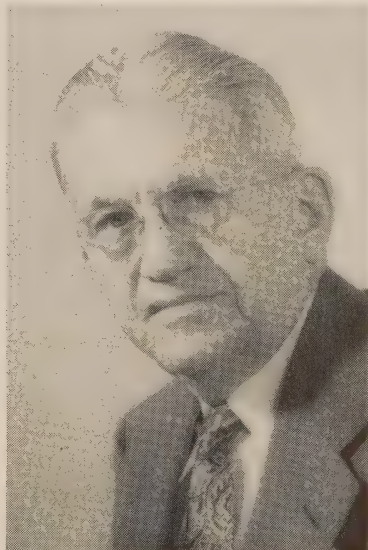
Augustana Book Concern has had only three regular general managers. A. G. Anderson held that important position from 1889 to 1927; J. G. Youngquist from 1927 to 1944; and Birger Swenson from 1945 to 1962. Reference is made later in this survey to the important part that Anderson played in the establishment of the publishing house on a firm footing (see p. 39). Broken in health, after almost thirty-five years of uninterrupted service, he was incapacitated, but resumed his duties after a few months. The recovery was only partial, and in January, 1926, he was granted a long leave of absence. In July, 1926, he was elected manager emeritus, it being apparent that he could no longer shoulder the responsibility and the work connected with his position. He continued to engage in such work as his health would permit, since idleness would have been unbearable to a man of his stamp. He was generally found at his desk during the year following, his mature judgment and thorough knowledge of the details of the business being of signal value to the new management. But his strength continued to decline, and he died July 9, 1927, at the age of sixty-nine. Dr. L. G. Abrahamson, who was a

member of the organizing board of the Book Concern, declared in his life sketch of Anderson that "for the development of the publishing house of the church from its insignificant beginnings to its present dimensions credit went to him in greater measure than to any other man."

During the disability of A. G. Anderson, Otto Leonardson was called in from the Minneapolis branch to serve as assistant manager *ad interim*, and took charge in February, 1926. In July he was elected manager and treasurer for one year. He declined the position, but agreed to serve for the time being, with J. G. Youngquist as his assistant. At its October meeting the following year, the Board of Directors, convinced of his eminent qualifications by actual test, elected Mr. Youngquist manager. He accepted the position and served as head of the institution from October 12, 1927, until 1944, when failing health prevented him from continuing in the position. Birger Swenson, then serving as circulation manager, was his assistant in 1944. Mr. Youngquist's term of office included the difficult years of a



ANDREW G. ANDERSON
General Manager 1889-1927



OTTO LEONARDSON
Interim Manager, 1926-1927



J. G. YOUNGQUIST
General Manager 1927-1944



BIRGER SWENSON
General Manager 1945-1962

severe financial depression, through which he safely guided the Book Concern. By careful and resourceful management the store, office, and shipping facilities were modernized and a new stock-room building erected, as has been detailed in another connection. Mr. Youngquist returned to Minnesota, where his death occurred in 1952.

Dr. Birger Swenson, the third and present general manager, brought to his position the rich knowledge of publishing house matters that came from eighteen years of experience, before 1945, as circulation manager. He had also served as acting manager in 1944. Swenson's connection with the publishing house covers thirty-six years. He continued to hold the position of circulation manager until 1953, thus combining both important positions for a space of seven years. His business acumen, foresight, and leadership contributed greatly toward the very evident progress throughout these years. It is as one reads the detailed story of their tenures of office that one realizes the importance of the service of these men.

THE LINDAHL ADMINISTRATION

Perhaps no other man was so prominently connected with the Augustana Book Concern as Dr. S. P. A. Lindahl. In 1889 he was made a member of the synodical Board of Publication. Chosen president at its first meeting, he presided over the Board of the publishing house for about eighteen years. In this capacity he had much to do with shaping the policy and directing the activities of the publishing house in its first two decades. His annual reports are revealing in these respects.

After having watched the literary output for some time, Lindahl saw the need of a secretary of literature as early as 1894, and recommended that a man of recognized ability and sound judgment be put at the head of the book publishing department. In a way he thus anticipated the still further development in that direction which took form thirty years later in the Board of Christian Education and Literature. At the time the church did not see its way clear to take his advice. Again in 1906 he presented the urgent need of an individual or a publication committee to act on literary matters with greater deliberation and more promptness than was possible for the board at its business meetings. In his last annual report as president of the board Lindahl again underscored the need of a person "who could devote himself exclusively to procuring material in original or translation suitable for publication, and to watch for new works from Sweden which ought to be kept for sale in this country." One year later, in 1909, a secretary of literature was added to the staff of the Book Concern.

In 1895 Lindahl touched a tender spot in synodical affairs when he spoke out in plain words: "Too many of our friends think it matters little how soon they pay their debts to a concern owned by the Synod. This seems to be the case with the Synod itself, certain Conferences, and not a few individual members." Lindahl strongly objected to the policy of free subscriptions to the clergy and free distribution of synodical minutes to the Conferences. "It is not the object of the publishing house to accustom pastors and churches to get publications free of charge," he said.

The adjustment with Engberg-Holmberg ordered by the church did not take place during Lindahl's administration. In the discussion on the Synod floor prior to the decisive action of 1889, there were those who held that before establishing a new publication house the church ought to square itself with the authorized firm. Instructions were to that effect. Dr. Lindahl championed the idea that no publi-

cation rights had gone with the sale in 1874, and many shared in this view. In 1896 Pastor M. C. Ranseen proposed that the Engberg-Holmberg business be taken over, but no action was taken. Competition between the two houses continued as sharply as ever.

In a biographical sketch of Dr. Lindahl in *Prärieblomman* 1909, Dr. C. J. Bengston gave the following characterization of him: "In Lindahl there was not a little initiative, great independence, and much energy. These were doubtless the qualities which, combined with more than ordinary shrewdness, made him unusually successful in getting what he wanted and enabled him to put his stamp on the church he loved and whose welfare he faithfully sought. . . . A man of reticence, he knew how to conceal his true inwardness from the public gaze. . . . He saw farther ahead than most men. . . ." Lindahl was, according to the same biographer, "one of our Synod's most powerful presidents. He was a man of clear intellect, and he conducted its proceedings with coolness and tact. However the battle raged about him, he remained calm and never lost self-control. . . . He did much for the Augustana Synod, which has ample cause, therefore, long to cherish him in grateful memory." Bengston closes his sketch of Lindahl by quoting these words uttered by him shortly before his death: "I have the feeling, if I rightly understand it, that my work in the Augustana Synod has been unselfish."

As president of the church at the time of Lindahl's death, Dr. Eric Norelius gave this balanced estimate of him: "The place occupied by Dr. Lindahl in our church body, not only as editor of our church paper, but in many other capacities, gives cause for a deep sense of loss at his departure. Not all thought as he did; on the contrary many, I am sure, differed with him in a number of matters, but both sides are now bound to admit that he sought to serve the interests of his church as he saw them and according to the gifts with which God had endowed him. Special recognition is due him for his services to the Synod rendered through the part he had in establishing the Lutheran Augustana Book Concern."

After Dr. Lindahl's death in 1908, Dr. Frank A. Johnsson took up his mantle. He had served many years as a member of the board of directors and was eminently qualified to assume the heavy responsibility of directing a business that had already grown to considerable proportions. His many factual reports to the Synod, as well as the certification of those who were privileged to serve at his side for many years, testify to the earnestness and zeal with which he performed his

duties and to the warmth of his interest in the publication work of the church in general. He continued as president fifteen years.

Financial Development

THE FIRST TWENTY-FIVE YEARS

With the establishment of the new and official publishing house, the publication work of the Augustana Church began to register true and consistent progress. The rapid growth of the church was, to be sure, one great factor in this development, but the strict control of its publishing interests now exercised by the church for the first time was undoubtedly the most important one. The development continued along sound lines year after year, due in great measure to prudent management by Andrew G. Anderson under the direction of the synodical board. "In him," writes Dr. E. W. Olson, "the publishing house had found a manager who combined a number of essential qualifications; he was a glutton for work, a man of business acumen, and one who was intimately familiar with the needs and interests of the church. To this add his thorough training in the printer's trade, acquired from boyhood and last developed while in charge of the printing office owned first by him and C. G. Thulin, and later by the private Augustana Book Concern, and his success may be readily understood. The history of the publishing house for upwards of forty years was to prove that his selection for the managership was a fortunate choice."

The first year of operation showed a loss, caused by the expensive apparatus set up for the editing of *Augustana*, the paper showing a deficit of \$3,000. It soon became evident, however, that the new publishing house was being efficiently managed. At the close of the year 1890 resources were \$54,760, an increase of almost three thousand dollars, while the debts, \$43,003, were reduced by an equal amount. In its first five years the Book Concern had increased its resources to more than \$81,000 and reduced its indebtedness to about \$25,000. The net profit reached \$10,000 in 1896, and that figure, with certain sharp variations, marked the general average for the next thirty years under A. G. Anderson's direction. To this must be added plant development in buildings and machinery, a number of costly publications, large sums in royalties and appropriations to Augustana College and Theological Seminary, and substantial appropriations and dona-

tions for other church purposes in order to get a fair idea of the earnings for the period.

Two years after it was taken over by the church, *Augustana* was on a paying basis, and the two other synodical periodicals, *The Olive Leaf* and *Barnens Tidning*, Sunday school papers, each yielded a handsome profit. But for this revenue the publishing house would have had difficulty in pulling through the first few years.

Though the Augustana Church acquired a fair-sized business in taking over the stock company's publishing plant, the transaction entailed a very considerable expenditure. The debt amounted to about \$45,000; of the accounts receivable in the amount of \$51,083, many were old and very doubtful. The auditors of the books for 1890, J. E. Gustus and Anders O. Bersell, "called attention to the enormous total of accounts receivable, which in fact is too great for any business of this size to carry without being seriously hindered in its development and defeated in its purpose to serve the church." As a remedy, they proposed limitation of credit, a measure taken some time later. The agreement to reimburse the stockholders of the old concern with eighty per cent of paid-up capital plus interest at six per cent for five years was an obligation met in full.

By 1892 the obligations of the publishing house had been reduced to \$36,527. Amortization could hardly have been more rapid without seriously hampering the business. In another two years more than eight thousand dollars were paid in settlement with the stockholders of the old concern. By synodical decree Augustana College and Theological Seminary were made the beneficiary of Augustana Book Concern in so far as its earnings could be spared. Having settled with the former owners by 1896, the publishing house was able to make its first appropriation, \$2,000, to the school the following year. When the profits began to be drained off through other channels by synodical action, Lindahl objected. In 1906 he pointed out that the net gain had been reduced by about \$1,000 annually by a decision that the synodical papers be given free to pastors and professors. Another decision ordering the Book Concern to stand the cost of the printed minutes sliced another \$1,500 from the profit.

Abuse of credit, the dragging of a lengthening chain of bad accounts through the years, was a handicap too long endured. In 1895 Dr. Lindahl touched on this tender spot when he said, "Too many of our friends think it matters little how soon they pay their debts to a concern owned by the Synod." At that time the Augustana Book Concern was carrying \$40,000 in accounts long overdue. Under sy-

radical tolerance the abuse continued until delinquent accounts at one time aggregated about \$85,000. In 1908 the church finally limited credit to one year, but made exceptions for the Conferences and for itself, and the rule proved no effectual remedy.

After twenty-five years of operation the church's publication house was able to show very gratifying results. In the anniversary publication of 1914 the following figures are of peculiar interest. Augustana College and Theological Seminary, made beneficiary by action of the church, had received \$37,000 out of the gross earnings of the Augustana Book Concern. To the Augustana Pension and Aid Fund sums aggregating \$5,000 had been appropriated. Miscellaneous synodical appropriations amounted to \$12,000. The net worth of the publishing house and plant had grown from \$6,000 in 1889 to \$216,700 in 1914. In one sum, this represented a material gain of \$271,000 for the church. Up to January first that year the output of books, pamphlets, music, etc., had reached a total of 3,173,800 pieces of printed matter issued from the Augustana press, exclusive of periodicals and printing not for synodical purposes.

THE WAR AND DEPRESSION YEARS

The economic changes that followed upon the First World War demanded readjustments in salaries, wages, and prices. During 1920 the salary account was increased by \$25,671, book sales increased by \$25,000, and the total income was more than \$44,000 larger than the year before. After readjustments had been made to new conditions and demands, partly created in the natural course of language transition and partly forced by abnormal circumstances, business took an upward swing, and for a time the Concern enjoyed a measure of prosperity unequalled in former years. In 1924 it showed the largest net profit for any year, or \$15,760. The figure grew to \$17,977 the next year. But the year 1927 showed a net gain of no less than \$22,967, a result accounted for in part by the large sales of the new edition of *The Hymnal and Order of Service* and in part by close-out sales of Swedish books.

With the beginning of 1927, upon the recommendation of the new management, a cost accounting system was installed. This made necessary, first a complete survey of the Book Concern by an efficiency engineer and cost expert, and then an appraisal of equipment and material.

In the crisis of the early thirties Augustana Book Concern, together with all lines of business, suffered a serious setback. In 1931, for the

first time since the house was established, its ledger showed a loss. This was not large, and after measures of retrenchment were taken, it was able to carry on the publishing business of the Synod unimpeded, though on a reduced scale.

As far as the Augustana Book Concern was concerned, the economic depression hit its lowest level in 1933. That year showed a loss of \$7,639. Toward the end of 1934 the trend was on the upgrade, and there was a net gain of \$14,862. However, a reduced wage scale which was still in effect contributed to this creditable showing. From then on there was a steady and encouraging growth in net sales, profits, and assets. In the decade 1935-1944 net sales increased from \$286,003 to \$522,902, the net profits from \$15,465 to \$52,705, and the net assets from \$325,795 to \$525,555. There were operational losses in some years, but these did not affect the total net profits. The board sometimes felt that the Concern's earnings were not commensurate with business. This was, of course, in part due to its policies as a non-profit enterprise and the appropriations and contributions made annually to various agencies of the Augustana Church.

GRATIFYING FINANCIAL PROGRESS

In his review of the first ten years of his service as general manager, namely, 1945-1954, Dr. Birger Swenson writes: "In reviewing the past decade, it is interesting to note that the volume of business has increased by 137 per cent. The total net profit during this period exceeds that of the first fifty-five years of the Book Concern; about one quarter million dollars' worth of new printing, building, and office equipment has been installed; three properties north of and adjacent to the present building have been acquired for use in possible expansion; the fund for building and equipment has now reached the sum of \$251,000; a fund of \$100,000 has been set aside for superannuated employees; the active employees have two retirement plans, namely, the Aetna and the Social Security, plus group insurance; wages and salaries have been almost doubled in the ten-year period; paid holidays have been granted and a more liberal vacation program allowed. In addition to the above, Augustana Book Concern has during this decade contributed \$86,690 to the Board of Parish Education and three other agencies of the Church."

In the decade 1945-1954 net sales rose from \$595,763 to \$1,329,563. The increase in net profit was not quite commensurate, since the annual percentage on dollar sales was less than six per cent. During the years since 1954, there has been steady progress, the net

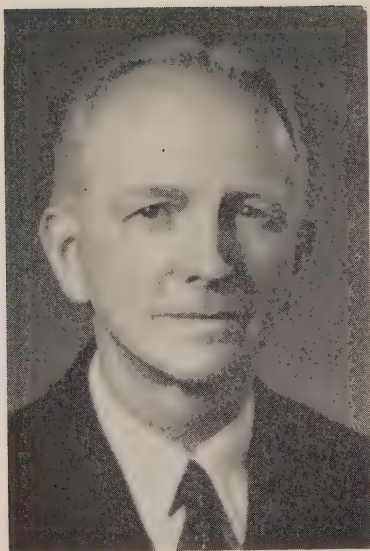
sales increasing from \$1,329,563 in 1955 to \$1,921,063 in 1960. However the net sales for the years 1955-1960 were considerably higher than this comparison would indicate, since in 1958 the net sales, mainly due to the sale of 165,000 copies of the new *Service Book and Hymnal*, amounted to \$2,191,466, an increase of 44.5 per cent over the previous year. Net profits in 1955 were \$106,332, in 1960 they were \$105,273. The net assets in 1962 were \$2,642,814.

GENERAL OFFICE AND ACCOUNTING DEPARTMENT

The General Office and Accounting Department was under the capable supervision of Clarke L. Swanson from 1908 until his retirement in 1952. From 1908 until 1946 he held the office of cashier and then was elected to the position of treasurer and office manager, which position he held until his retirement.

The present treasurer and office manager is Harold A. Swanson who has been employed in the general office since 1926. He was elected to his present position upon the retirement of Clarke L. Swanson in 1952.

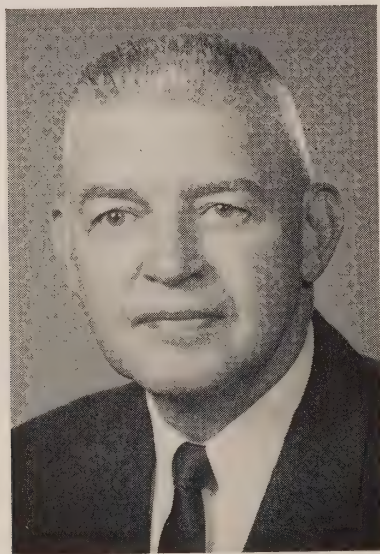
Another faithful employee, with many years of service, is Allen H. Johnson who started at the Augustana Book Concern while attending Augustana College in 1923. In 1953 he was appointed to his present position as cashier.



CLARKE L. SWANSON
Cashier, 1908-1946; Treasurer,
1946-1952



HAROLD A. SWANSON
Treasurer, 1952-1962



ALLEN H. JOHNSON
Cashier, 1953-1962



GENERAL OFFICES

Here at many desks the routine and detailed functions of personnel, sales, and accounting operations are handled. Sales promotion, order processing, customer service, billing, and accounting duties divide the general offices into departments now made more efficient than ever with the addition of the most up-to-date office equipment and furnishings.



Plant Expansion

IN BUILDINGS

The first step toward expansion of the plant that went with the purchase in 1889 was taken in 1895, when the adjacent Globe Bindery was purchased from Joshua Hasselquist for \$2,000, its owner continuing in the employ of the bindery department of the Augustana Book Concern.

Within five years the business had outgrown its old quarters, and it was cramped for space when in 1896 the board asked for authority to erect a larger building. This was built in 1898 on the site of the frame house which heretofore occupied the corner at Seventh Avenue and Thirty-eighth Street. The new building, completed in January, 1898, was a three-story structure, with basement, built of brick, steel, and cut stone, with metal cornices, measuring 90 by 52 feet, and costing about \$23,000. The four floors now available allowed for expansion, but only for a short period.

Within ten years the second building was outgrown. An annex was built in 1911 forming one structural unit with the existing building. It was a fireproof structure of four stories and basement, 60 by



AUGUSTANA BOOK CONCERN—Second Building
Erected in 1898



THE BOOK STORE ABOUT 1905

51 feet, erected at a cost of \$30,500. New grounds were added at a cost of \$3,400, the total outlay approximating \$35,000, exclusive of new machinery and equipment. The plant now had a total floor space of 31,500 square feet, which was thought to be ample for many years to come. In the prosperous twenties store-room space was nevertheless found inadequate, and further plant expansion was once more proposed.

By the middle thirties growing business had created a demand for more space and improved facilities. In 1939 a new warehouse was built at the cost of \$15,390. It is a fireproof building with metal shelving throughout. The following year the plant was redecorated. As a guide for future plans, a survey of the plant and its services and departments was made in 1941 with the help of an expert. In 1942 the board of directors decided that \$25,000 be accumulated from present and future earnings for the remodeling of both the exterior and the interior of the building. In August, 1943, the board authorized complete remodeling of the first floor, which contained the store and the business offices. The undertaking was successfully accomplished that same year, and the entire cost was covered by a substantial reduction in inventory and from the earnings of the year's operation.

All display counters and shelves were constructed on the spot with portable woodworking machinery.

"The remodeling of our first floor will no doubt be one of the best investments our Board of Directors has ever made," wrote Mr. J. G. Youngquist, the general manager, in his report to the board. "It will pay dividends in a number of ways. It will increase our mail order as well as our local volume of business. Already there is an attitude of interest and enthusiasm on the part of the student body and the faculty of both the Seminary and the College that we are confident will bring about the good will that we are seeking to obtain. Everyone is in agreement that the improvement is one of beauty and practicability.

"In the past both the office staff and the shipping room staff have been working under unfavorable conditions. This was especially true in regard to our shipping room staff. Formerly a large portion of our mail orders had to be filled from a two-story stock room located in the middle of the old book store. The new arrangement places the stock room right at the elbow of the shipping room. . . . This is highly important when you consider that mail orders constitute the bulk of our total volume of business."



AUGUSTANA BOOK CONCERN
Building Unit Completed in 1912

Tuck pointing and painting of the exterior woodwork was done in 1947 at a cost of \$4,612. In the same year a heating system was installed in the warehouse.

The first of several purchases of property to the north of the plant was made in 1947. It was felt that the logical expansion was to the north on 38th Street, and that property adjacent to the plant would prove to be of greater value in years to come than could be estimated at the time of purchase. In 1948 the parcel of real estate at 611 38th Street was acquired. Together with the lot procured the year before, immediately adjacent to the plant, a building site of 77 x 140 feet was provided. Three additional properties, adjacent to the plots just mentioned, were purchased later, the one at 625 38th Street in 1954 and the two at 623 and 621 38th Street in 1956. Two more properties were procured, one in 1960, and one in 1961. Thus provision was made in time for anticipated expansion and also to provide parking space for employees and patrons.

Meanwhile, the subject of a new addition to the plant was often broached. The need to provide more adequate space for press room, composing room, and the mailing and shipping departments was becoming urgent and called for a very considerable building program. A beginning was made in 1950 when the sum of \$500 was set aside in a building fund in the hope that from this nucleus sufficient moneys would be accumulated through steady increase to provide for the needed addition. When the board called for this step a new building was in fact authorized. Regular additions were made to this fund, and by the end of 1952 it had reached a total of \$100,000. During the next year the Building and Equipment Fund, as it was now called, increased to \$200,000. By the end of 1956 it had grown to a total of \$362,877.

Ground for the new addition to Augustana Book Concern was broken in August, 1957. The building project, which included the remodeling of the original building, took two years and three months to complete. The total cost of the new addition was \$943,910, and that of the remodeling \$372,940, making the total cost of the whole project \$1,216,850. By the end of the year 1957, the sum of \$185,968 had been paid for construction work. In order that all obligations might be duly met, real estate mortgages in the amount of \$150,000 each were negotiated and these are being repaid in monthly installments of \$2,500 plus interest. In his 1960 report Dr. Swenson could say, "We were able to meet all obligations, including payments on the mortgage and acquisition of new equipment, without a loan." As

early as in October, 1958, various departments began to move into the new building; as a whole, it became ready for occupancy in 1959. Overtime work by employees made possible the moving of machinery and stock to the new building without additional help.

The new plant was dedicated at a service on November 4, 1959. Dr. Birger Swenson told the story of the building project and described the new facilities. The dedication services further included songs by a chorus of Book Concern employees under the direction of A. Leonard Lilyers; the reading of Deuteronomy 33:1-4 and prayer by Dr. E. E. Ryden; the dedicatory address by Dr. Malvin H. Lundeen, and the rite of dedication by Pastor Russell W. Johnson, chairman of the board of directors. In his address Dr. Lundeen said in part: "We of the Augustana Church thank God for those whose foresight and planning have made possible these new and renovated facilities, knowing that, under God, they will make possible an ever more effective ministry for Him among us. For it is true, as the inscription on the plaque at the entrance to this building puts it: 'The Printed Word Also Proclaims the Gospel.'"

AUGUSTANA BOOK CONCERN, REMODELED AND ENLARGED, 1959



1889



1959

THIS ADDITION TO
AUGUSTANA BOOK CONCERN
WAS ERECTED IN 1958

REMODELING OF ORIGINAL BUILDING
WAS COMPLETED IN 1959

DEDICATED TO THE ADVANCEMENT OF THE
CHRISTIAN FAITH THROUGH THE PRINTED WORD

"THE PRINTED WORD ALSO PROCLAIMS THE GOSPEL"

BOARD OF DIRECTORS

ARTHUR O. ARNOLD	C. DON FUELSCHER	CLIFFORD ANSGAR NELSON
OSCAR A. BENSON	G. ERIK HAGG	HAROLD A. SCHWANBECK
A. T. BENANDER	IVAR E. JOHNSON	ERIC H. WAHLSTROM
LEONARD A. BORGESON	RUSSELL W. JOHNSON	REUBEN K. YOUNGDAHL

GENERAL MANAGER

BIRGER SWENSON

ARCHITECTS

SWANSON AND MAIWALD

CONSULTANT

PAUL J. OCKEN

The present home of Augustana Book Concern, both outside and inside, is, to all appearances, a completely new building. The architects for the remodeling and expansion program were Swanson and Maiwald. The general contractors were Semate and Waters.

From the entrance, approximately 135 feet north, and 135 feet east, we have the new addition, constructed of reinforced concrete, brick, and stone. This three-floor area makes about 50,000 square feet of additional floor space available, thus giving the Book Concern a total of about 95,000 square feet of floor space.

The entire building is air conditioned. The new plant was dedicated November 4, 1959.



ENTRANCE TO THE NEW BUILDING

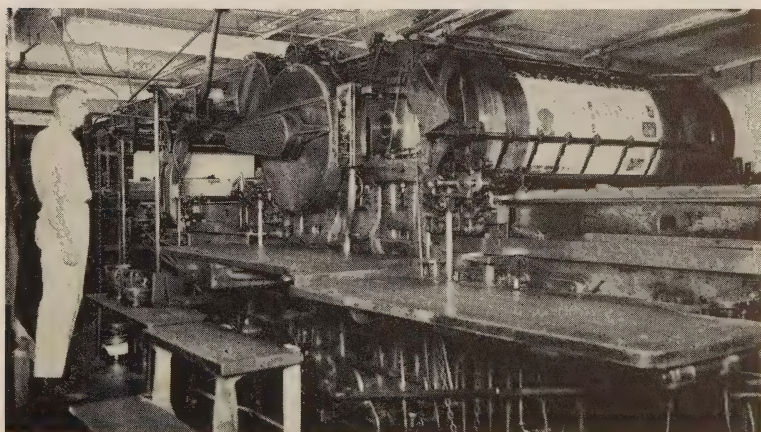
IN EQUIPMENT

In the years before the Building and Equipment Fund was set up in the early fifties, growth in respect to equipment did not always match plant expansion and the increasing needs of the manufacturing department. One reason for this has been mentioned already, the disproportion of the profits to the amount of business transacted. In his report for 1948, the general manager said: "If we are to replace machinery and expand our facilities as the service station our people and Church demand, we must be permitted to earn a fair profit and retain the same."

There has, nevertheless, been a steady attempt to modernize the plant's machinery and equipment. In 1939, for example, \$23,382 was spent for new equipment for the manufacturing department. This included an automatic perfecter Meihle press for the printing of *The*

Lutheran Companion. Reports show that the performance of the new press in the first year of its use more than justified the expenditure. A shortage of machinery and equipment had again developed in the early forties. In 1947, however, two linotypes, a Kelly press, a Christensen stitcher, and other equipment were installed. In 1948 two new presses were added—one a Webendoerfer offset and the other a two-color Miehle. The largest item of new equipment in 1953 was a Model 34 cutter. In 1958 purchases for the manufacturing department included a Dexter Folding Machine, a new Miehle V-50 vertical press, and two electric transportation trucks. In all \$44,381 was spent that year for machinery and equipment. In 1960 new equipment was purchased for \$58,652, the main item being a Miehle offset press costing \$41,273. In 1961 a rebuilt large Dexter folder was purchased, an acquisition that enabled the manufacturing department to handle any kind of folding that would be required.

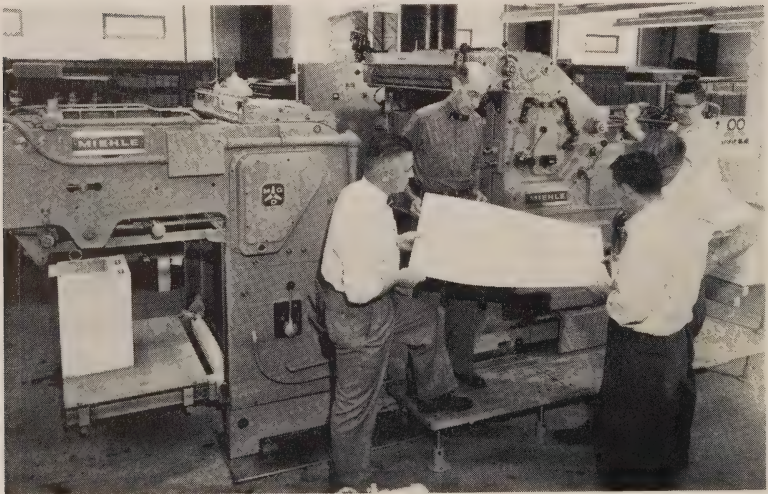
One of the larger presses, the one that prints nearly 100,000 copies of *The Lutheran Companion* each week, and is used for other large jobs.





Altogether, Augustana Book Concern has fourteen presses of various sizes and capacity, including two-color and offset presses.

Inspecting the first job on the new Miehle offset press



Church Periodicals

Periodicals were always a large and essential part of the publication work of the Augustana Church. As early as 1867 it recommended Hasselquist's *Rätta Hemlandet och Missionären* to the congregations and asked the publisher that to the religious contents there be added "purely churchly articles." This argues that the paper was already looked upon as being the organ of the church, even though no resolution to that effect had been passed at a synodical meeting. In 1868 the church decided to publish an official paper in Swedish and commissioned the Swedish Lutheran Publication Society to put the resolution into effect. This was done, and in October 1868, the first issue of the paper appeared. Its name was *Augustana: Periodical of the Swedish Lutheran Church in America*, published by Prof. T. N. Hasselquist. Only eleven numbers were issued. At the same time *Rätta Hemlandet och Missionären* continued to appear, edited it would seem by Dr. A. R. Cervin. After a year's trial, it was thought best to unite the papers under the name *Det Rätta Hemlandet och Augustana*.

There were at this time a number of other periodicals, such as *Missionären*, *Luthersk Kyrkotidning*, and *Nytt och Gammalt*. Though giving these a friendly welcome, Dr. Hasselquist realized that many papers could easily become a disservice to the church. A decision was reached October 28, 1873, in conference with the various editors and publishers to combine the four papers. The resultant journal, *Augustana*, was to have an editorial staff consisting of T. N. Hasselquist, E. Norelius and O. Olsson. Since 1873 *Augustana* was a household word throughout the church as the name of its official Swedish organ. Dr. T. N. Hasselquist was still the editor. The paper prospered and was enlarged in 1885 and a second time in 1890, at which time Pastor Erik Norelius succeeded Dr. Hasselquist as editor-in-chief.

Augustana, THE SWEDISH OFFICIAL ORGAN

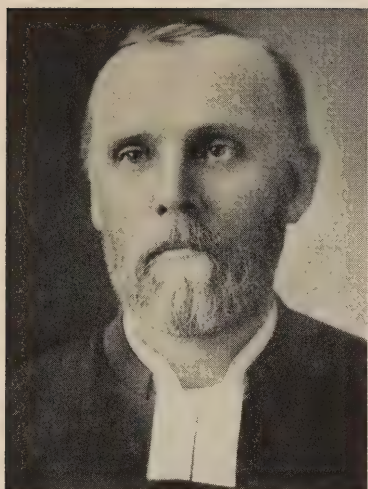
In 1890 no books of special importance were being published or sold by Augustana Book Concern, the Swedish juvenile paper being reported as the principal publication bringing any income. The first concern of the church and the board placed in charge of its publication work was to re-establish its official organ, *Augustana*, on a sound footing. When Pastor Norelius resigned in June at the advice of his physician, Pastor Lindahl, president of the church, succeeded to the editorship. Pastor A. R. Cervin, connected with the paper at various

periods and in different editorial capacities, was voted a pension. A year later Pastor C. O. Lindell was elected office editor and Pastor L. G. Abrahamson, editor of the department of missions.

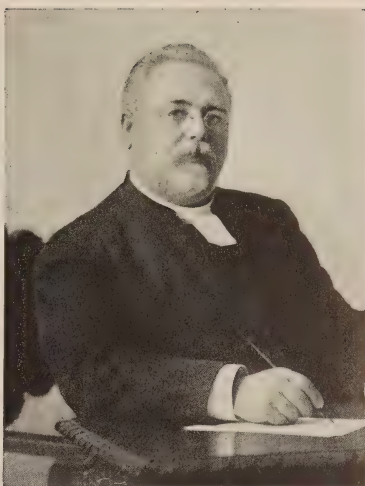
The broadened program proposed in 1889 by C. M. Esbjörn, L. A. Johnston, and Eric Norelius was again narrowed down. They had proposed, among other things: "To unite the editorial forces within the Synod in common endeavor for the common good; to grant all special and local interests now represented in the various larger newspaper enterprises within the Synod a voice and full freedom to assert themselves, to produce a paper that would in a worthy manner represent the entire Synod." This sounded much like a protest against the policy of centralization favored by Hasselquist, but no revolt followed. Norelius himself, usually an independent, revised his opinion, either by the trial-and-error method, or after consulting with the president of the board of directors, who held that the paper "could not possibly carry itself under the decisions passed by the Synod." In his letter of resignation Norelius raised objection to the new plan and sanctioned the old policy. He wrote: "Under this arrangement the editorial staff has no control of the contents of the paper in its entirety. This makes it impossible for the paper to pursue a definite policy and to give 'no uncertain sound.' That which doubtless has created the greatest interest in the paper has been the right of free speech, but this privilege may easily be misused. The staff ought to have free hands to forestall such abuse." Dr. E. W. Olson's comment on these words truly applies to *Augustana* throughout its history. He writes: "This has been the policy both before and after Norelius' occupancy of the editorial chair, except that the control has been exercised, not by a staff, but by the editor-in-chief. Whatever inhibitions may have been applied to persons, synod-wide interests have generally been championed without prejudice to sectional ones."

In 1889 the Synod acknowledged its debt of gratitude to Dr. Hasselquist for important services rendered by him during thirty-four years as editor of this paper, first published by him in 1856. Again, in 1908, at the close of a term of seventeen years of like service, the Synod voted a tribute to the memory of Dr. Lindahl, "A laborer who pursued his calling with dauntless energy and exceptional ability; a churchman who furthered the temporal and spiritual interests of his church with keen eye and deep insight."

The third in the succession of editors of *Augustana* was Dr. L. G. Abrahamson, who took charge in 1908, the fifty-second year of its existence. Although its senior by one year, he conducted the paper with



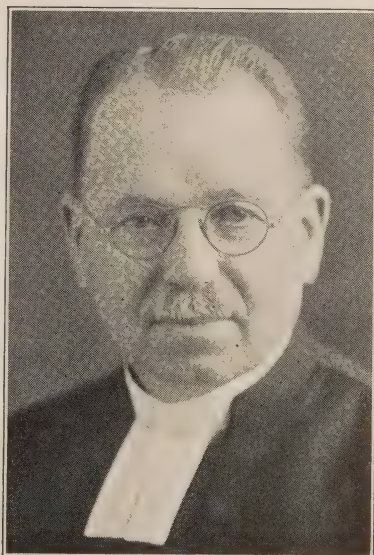
S. P. A. LINDAHL, D.D.
Editor "Augustana" 1890-1908
President of the Board 1889-1908



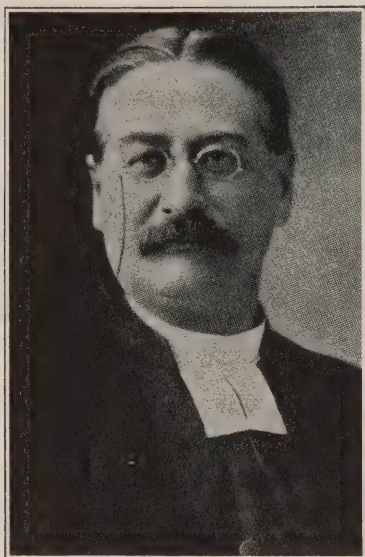
REV. M. J. ENGLUND
Associate Editor "Augustana"



L. G. ABRAHAMSON, D.D.
Editor "Augustana" 1908-1939



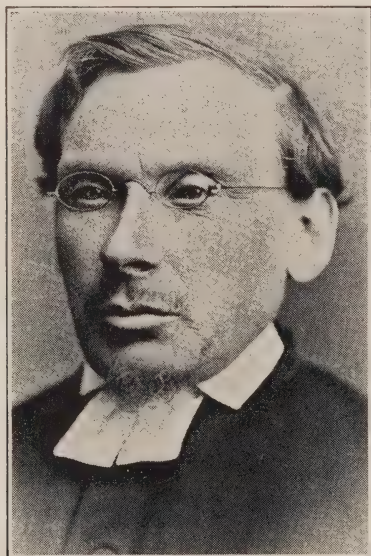
A. T. LUNDHOLM, D.D.
Editor "Augustana" 1940-1956



REV. C. O. LINDELL
Associate Editor "Augustana"



REV. ALBERT RODELL
Associate Editor "Augustana"

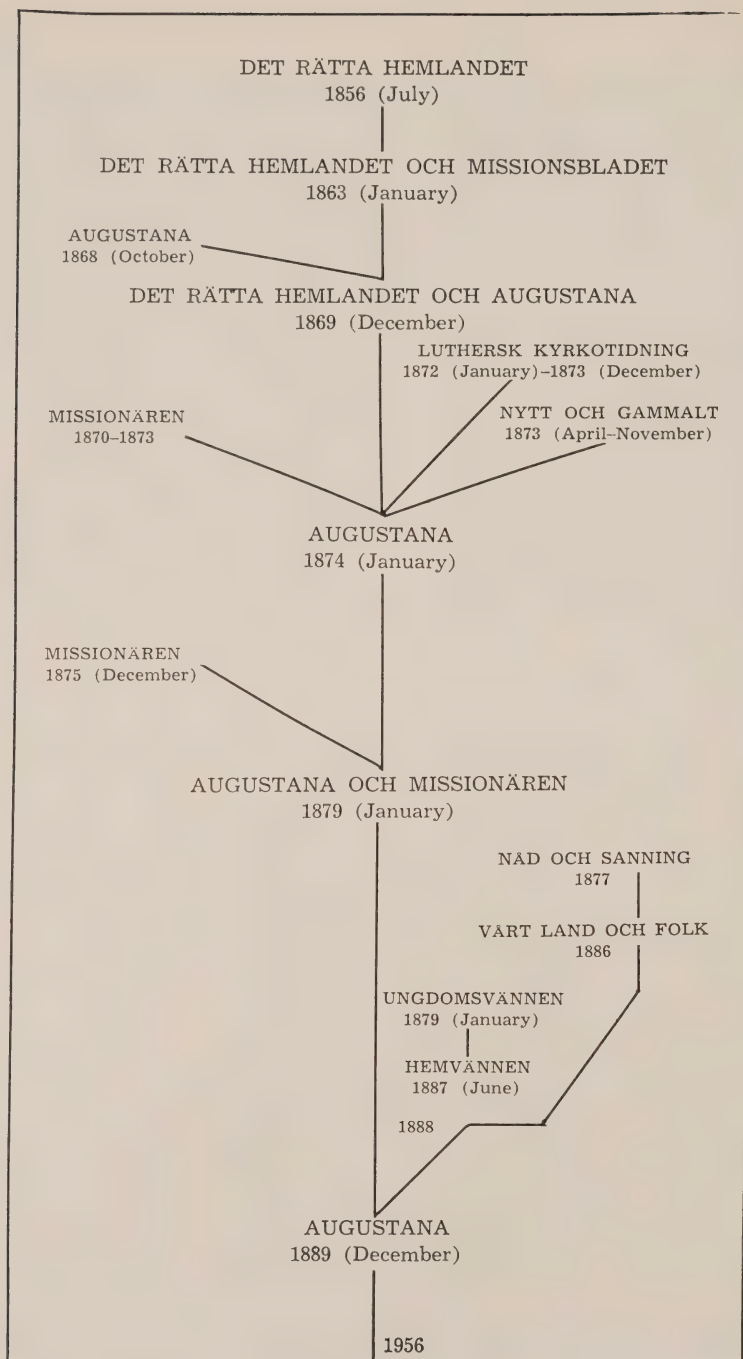


A. R. CERVIN, Ph.D.
Office Editor "Hemlandet,"
"Augustana och Missionären"

undiminished powers until the end of 1939. An average circulation of 13,000 had, with almost no variation, been maintained during the period from 1890 to 1908, a period in which the church almost doubled, growing from 84,000 to 163,000 in round numbers. During the years of Dr. Abrahamson's incumbency *Augustana* maintained an average circulation of about 18,000, reaching its highest point, 21,600, in 1914. In spite of the transition in language in every field of church activity while he was editor, *Augustana* remained a directing force and a moulding influence. The results of Dr. Abrahamson's work paid "equally eloquent tribute to his capacity and to the loyalty inspired in his readers." In 1935 the Book Concern honored Dr. Abrahamson on his eightieth birthday, and when he retired at the age of 82, after occupying the editorial chair for thirty-one years, he was named editor emeritus. It must not be forgotten that he had served an earlier 11-year term as a contributing editor of *Augustana* and in charge of its missions department. His service to the church's publishing house goes even further back, since he served on its first regularly elected board. Dr. Abrahamson was indeed a veteran in the service of Christ's kingdom through the printed word.

Dr. A. T. Lundholm took over the editorship of *Augustana* at the beginning of 1940, with C. A. Nelson as assistant editor. The paper then had a circulation of about 9,000. Dr. Lundholm had a good understanding of *Augustana's* circle of readers and what he wrote made the paper quite indispensable to them. It was the natural decline because of deaths among the subscribers that accounted for the losses incident to the publication of the paper. In 1948 the number of pages was reduced from twenty-four to twelve. When the decision to cease publication, which had been long put off, was made in 1955, there were so many pleas for its continuance that it was published, as an 8-page monthly, also through 1956.

The principal associate editors of *Augustana* after 1890 have been Pastor Albert Rodell, Dr. Carl J. Bengston, Pastor M. J. Englund, Pastor Carl Kraft, and C. E. Nelson. Rodell was called by the Synod in 1892 and served until his death five years later. He maintained a department proposed in 1889, "dealing with events and movements in the course of human progress," writing as a chronicler and commentator under the head "The World We Live In." "For the products of his pen," says Lindahl, "it was usually hard to make the space of *Augustana* reach." Dr Bengston held the position from 1900 to 1908, when Abrahamson elected M. J. Englund as his assistant. He was one of the ablest writers in the Synod, Holmgrain, his biographer, states.



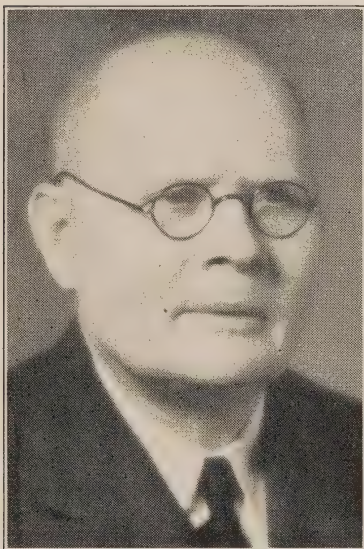
GRAPH Showing Development of the Old Official Organ of the Synod

Incapacitated by illness after less than four years of service, he was succeeded in 1912 by Pastor Kraft.

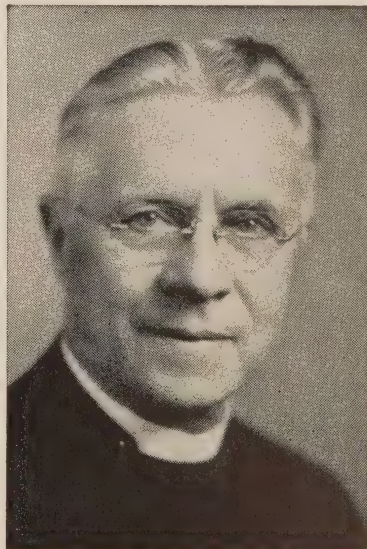
Augustana, the Swedish organ of the Augustana Church celebrated its one-hundredth anniversary in January, 1955.* It continued its mission one year beyond that. The remarkable vitality of *Augustana* was maintained in spite of the almost total change-over from Swedish to English which was taking place in every department of the church's program. Its net loss from 1935 to 1950 averaged about two hundred a year. The loss sustained in 1942 was largely due to the government's cancellation of foreign subscriptions. In 1944 *Augustana* showed a surprising gain, increasing its circulation by 182 subscribers. The annual loss continued to be small until its final number appeared in December 1956. Even then it was being circulated in some four thousand copies.

The publication of *Augustana* was continued far beyond its years as a financial asset. For some twenty years it was published at a loss. In 1950, for example, it was subsidized in the amount of \$2,107.94.

* The choice of this date for the centennial celebration was based on the year 1855, when *Hemlandet, det Gamla och det Nya* was first published. Otherwise *Det Rätta Hemlandet*, whose first issue appeared July 11, 1856, is in most accounts looked upon as the precursor of *Augustana*. However, the earlier general periodical also had a religious department.



CARL KRAFT, D.D.
Assistant Editor, Poet



C. A. WENDELL, D.D.
Author, Historian

But keeping the paper going was a grateful tribute to the older constituency of the church. It was considered a service due them, and it was surely a policy that paid dividends in good will and in profit, intangible but none the less real.

The Lutheran Companion, OFFICIAL ORGAN OF THE CHURCH

Though *The Lutheran Companion* appeared for the first time in January 1910, under that name, the periodical itself came under the control of the publication house of the church in 1895. It was then known as *The Augustana Journal*.

The Lutheran Companion may be said to have had its beginning in September 1892, when a group of men connected with the Alumni Association of Augustana College and Theological Seminary decided that the Augustana Church needed a publication in the English language and brought out the first number of a monthly magazine known as *The Alumnus*. It was described as "an educational magazine for young people." In 1894 *The Alumnus* and another college publication known as *The Young Observer* were merged under the name, *The Augustana Journal*. Dr. Olof Olsson and Prof. C. W. Foss were named as editors of the monthly. At this time the paper began to carry news items from the Augustana churches, and it was evident that an effort was being made to give the *Journal* something of the character of a synodical organ.

Because of financial difficulties with which it was faced, the Alumni Association relinquished control of *The Augustana Journal* to the Augustana Book Concern. For six months Dr. E. W. Olson was temporary editor, but in January, 1896, Pastor A. Rodell, one of the editors of *Augustana*, the Swedish organ of the church, assumed charge of the publication. The magazine now took on the appearance of a church newspaper, and it was published semimonthly instead of monthly. With the beginning of 1897, Dr. G. A. Brandelle became editor of the publication, serving in a non-resident capacity through 1905. Dr. O. V. Holmgrain, who was connected with Augustana Book Concern, was editor during 1906. More and more space was being devoted to the various interests of the Augustana Church.

It was in January 1907 that a weekly publication known as the *Young Lutheran's Companion* took the place of *The Augustana Journal*. The new weekly, it was indicated, was to be purely a young people's paper rather than an English synodical organ. However, the publication was the only mouthpiece possessed by those who were urging more English work in the church. Dr. Holmgrain was editor

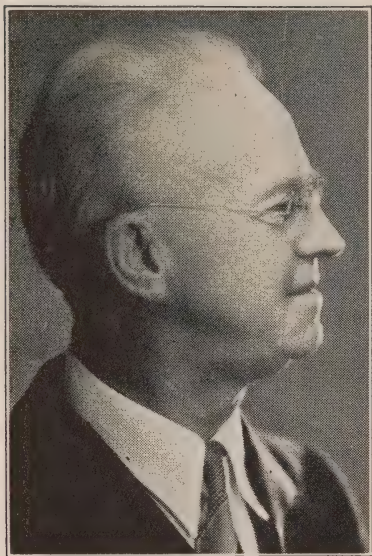
in 1907 and 1908. During the editorship of Dr. C. J. Sodergren, 1909-1915, it helped the Augustana Church to find its place in American church life and was no small factor in helping to shape the policies of the church.

When the publication in 1910 was given the name, *The Lutheran Companion*, the number of pages was increased from eight to twelve. Up to 1915, it had had no full-fledged editor. Dr. C. J. Bengston, who assumed charge in January that year, was the first editor to devote all his time to the work of *The Lutheran Companion*. The size of the paper at this time was increased to sixteen pages. It was further increased to twenty-four pages in 1926. During that year and until October 1927, Dr. O. N. Olson served as associate editor.

Dr. Bengston directed the destinies of the *Companion* for nineteen years, during which period it found its place as the English organ of the church. He served well during the difficult period of language transition. Dr. E. E. Ryden became editor of *The Lutheran Companion* in February 1934 and gave in unstinted measure of his gifts as a writer and of his wise churchmanship during a period of twenty-seven years. When he assumed charge of the paper, it had a circulation of



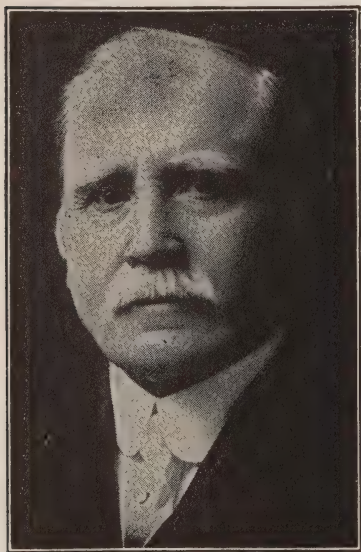
GUSTAV ALBERT BRANDELLE, D.D.
Editor "Augustana Journal" 1897-1905



C. J. SODERGREN, D.D.
Editor "Young Lutheran's Companion,"
1909-1910; "The Lutheran Companion"
1911-1914



OSCAR N. OLSON, D.D.
Assistant Editor, Historian



CLAUDE W. FOSS, Ph.D.
Editor, Author

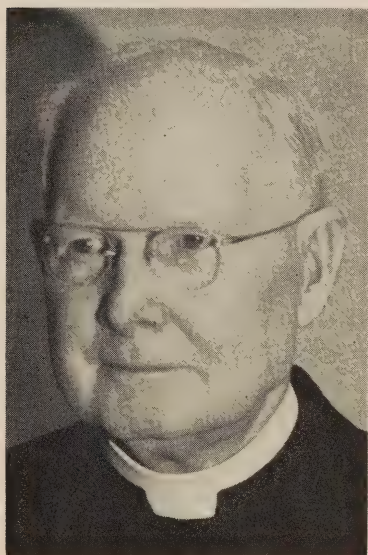


CARL J. BENGSTON, D.D.
Editor "Lutheran Companion"
1915-1933

approximately 11,000. The peak circulation during his editorship was 96,888. The weekly issues of the *Companion* were finding their way to every state in the Union and to every continent in the world.

For seven years Dr. Ryden was assisted by Mr. C. E. Nelson, until the latter became assistant editor of *Augustana* in February 1941. Miss Lorraine Telander, Miss Marion Brissman, and Mrs. Elsie Rod were assistants for briefer periods until 1946. For the last sixteen years Miss Charlotte Odman served as assistant and also made frequent noteworthy contributions to the contents of the *Companion*.

Mr. Paul E. Gustafson took over the editorship of *The Lutheran Companion* with the first issue in March, 1961. He had been religion editor of the *Milwaukee Sentinel* and came to his new position with an aptness for religious journalism and the point of view of an alert and dedicated layman. Miss Odman continued as his assistant. Very important during these final years of the Augustana Church as a separate church body has been the orderly and complete information given in *The Lutheran Companion* about the character and make-up of the Lutheran Church in America to which its congregations will now belong. Editor Gustafson and his staff did an outstanding job in cultivating reader interest in the *Lutheran Companion*.



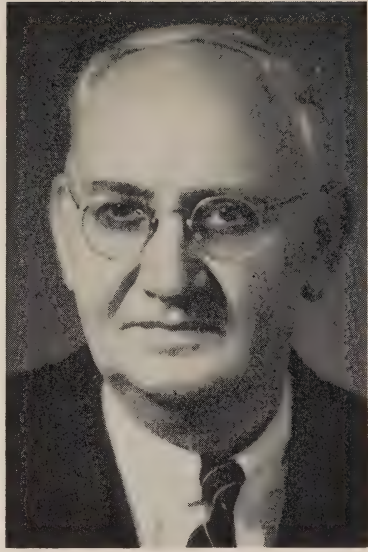
E. E. RYDEN, D.D.
Editor "The Lutheran Companion"
1934-1961



PAUL E. GUSTAFSON
Editor "The Lutheran Companion"
1961-1962



DR. E. W. OLSON
Editor, Author



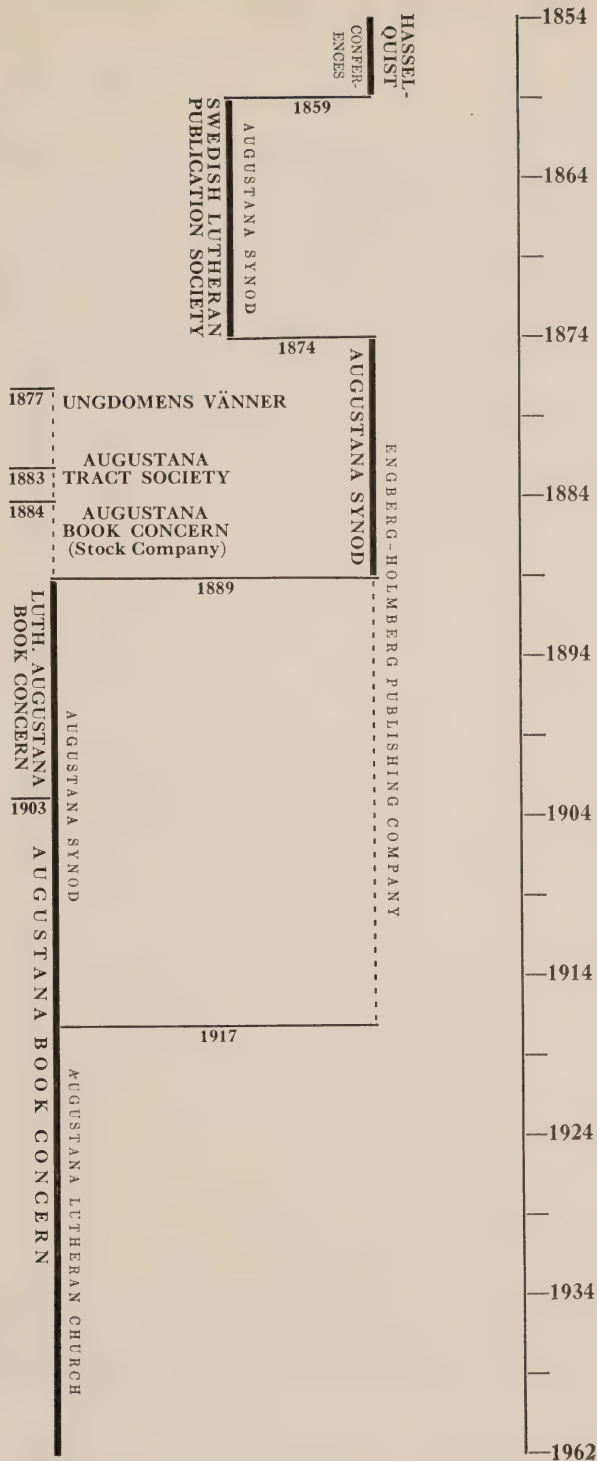
C. E. NELSON
Assistant Editor



CHARLOTTE ODMAN
Assistant Editor
The Lutheran Companion
1946-1962



MRS. EVA SWANSON
Office Secretary for many years



GRAPH VISUALIZING THE STORY OF THE PUBLISHING HOUSE OF THE AUGUSTANA SYNOD

Books Published

IN THE FIRST TWO DECADES

The first book of importance published by the synodical press was *De Svenska Lutherska Församlingarnas och Svenskarnas Historia i Amerika* by Eric Norelius, a compendious and detailed story of the Swedish Lutheran settlements and congregations in America. The first volume of this work, printed in 1891, ran to 871 large pages and entailed a very considerable outlay, which was only in part recovered in sales. Norelius had been appointed historian for the church and was voted an annual salary of \$700. The work was planned for three volumes, but illness handicapped the author, and it was never fully completed. After twenty-five years a second volume appeared in 1916. Because of the original source material which they provide for later historians, the two volumes are of inestimable value.

"Norelius at his best was a studious, painstaking writer, with a keen eye for details and accuracy," writes Dr. E. W. Olson. "To him facts were sacrosanct, and he respected truth rather than persons. In the preface to the second volume he wrote: 'My way of writing history probably does not conform to the rules, but this much is clear to me, that it will not do to write history as you would write fiction, or to guess at what one is telling and then call it history, but what one presents as history must be unalterably true.' His work, the author modestly admitted, was merely some material for the history of the Augustana Synod, but even so it was a contribution which earned him the lasting gratitude of that church body."

The papers and letters of Dr. Hasselquist were purchased for the church by the Book Concern, as also all papers and documents collected by Norelius in the course of his work. He was engaged, according to the 1893 report, to write the biography of Hasselquist, which was published seven years later. In 1899 the church decided to publish a historical quarterly to which Norelius was to contribute material touching events prior to the founding of the church. This temporary historical publication was the forerunner of a quarterly theological magazine, *Luthersk Kvartalskrift*, published for a period of seventeen years and subsequently revived after an interval of five years in the form of the *Augustana Quarterly*.

In 1891 Hasselquist's commentary, *Försök till förklaring öfver efesierbrevet*, was purchased, and in 1892 *Hemlandssånger*. The plates and publishing rights to *Psalmboken*, the Swedish hymnal, were bought from Enander and Bohman in 1893 in conjunction with

Engberg-Holmberg. The same year the school reader, *Barnens andra bok*, was published in a revised and enlarged edition. A Swedish edition of the New Testament with the Psalms appeared in 1894, and in 1895 a book of sermons by Luther in English. The next few years saw the publishing of *Kyrkohandboken*, the Swedish church manual, and also its translation under the title *Church Book. Concordia Pia* and a commentary on Romans by Rosenius, both in Swedish, followed, and a book of dogmatics by C. E. Lindberg.

About 180 books and pamphlets were published during the first twenty-five years. They include devotional books in Swedish by C. O. Rosenius, J. C. Bring, P. A. Ahlberg, F. Hammarsten, and Johan Arndt. Of Augustana Church pastors the following were authors of religious books: N. Forsander, L. A. Johnston, O. J. Siljestrom, S. P. A. Lindahl, C. A. Hemborg, A. Rodell, P. Carlson, O. Olsson, E. A. Fogelstrom, and K. N. Rabenius. Several theological volumes by R. F. Weidner were published. A series of sermons by pastors of the church bore the title *Korsets predikan*.

There were a number of books in English during these years. Dr. L. A. Johnston's book for the newly confirmed, *Be Thou Faithful*, had a wide circulation. Nils Lövgren's *Church History* was translated by M. Wahlstrom and C. W. Foss for the use of schools and colleges. Among other books of the period in English are: the official *Bible History*, a volume of Daily Meditations by F. Hammarsten, *History and Philosophy of English Literature* by E. F. Bartholomew, *Hymnal and Order of Service*, (1901), *Luther League Hymn Book*, Luther's *Sermons on the Gospels* and also his *Sermons on the Passion of Christ*, and *The Elements of the Christian Religion* by C. A. Blomgren.

It was in this period, too, that most of the books representative of Swedish-American literature were published, nearly all of them being in Swedish. In the field of poetry we find Ludvig Holmes, Teofilus, Jakob Bonngren, Joh. A. Enander, E. W. Olson, A. A. Swärd, and C. A. Lonnquist. The collected works of Dr. Enander and Dr. Olof Olsson were published, besides books of stories, essays, reminiscences, and travel by Birger Sandzén, C. W. Foss, Johan Person, Ernst A. Zetterstrand, Wilhelm Berger, Jules Mauritzon, Anna Olsson, S. J. Kronberg, G. N. Malm, O. A. Linder, and Carl W. Andeer—one or two overlapping the particular period. The sketches of life in Swedish-American circles which are found in all these books, and perhaps most strikingly in those of Anna Olsson and Carl W. Andeer, are of unique appeal and interest.

Many of the books published by the Augustana Book Concern in

the period in which Swedish was predominant were reprints of books published earlier in Sweden and—more recently—translations of such books. This is true also of stories for children, though some of these were from the German. These stories are by such authors as Topelius, Mathilda Roos, Margerete Lenk, Runa, Hillis Grane, and others less well known. A collection of *Masterpieces from Swedish Literature* was published in two volumes. Among the busiest translators we find such literary workers as O. V. Holmgrain, Anna Olsson, A. W. Kjellstrand, S. P. A. Lindahl, C. W. Foss, Jules Mauritzon, I. M. Anderson, C. E. Hoffsten, S. M. Hill, Carl Kraft, and E. W. Olson.

THE LANGUAGE TRANSITION

The language transition which was presaged just after the turn of the century by the organization of a number of all-English congregations in the Augustana Church at steadily shortening intervals and in 1908 by the formation of an Association of English Churches, soon confronted the publishing house with new problems and increased demands. First came the need of an English hymnal and book of worship and a synodical mouthpiece for English-speaking congregations and church members, followed in turn by a rapidly growing demand for Sunday-school textbooks and juvenile literature in addition to *The Olive Leaf*. The story of how the English organ of the church, *The Lutheran Companion*, came into being has already been told.

Commissioned by the church, the faculty of Augustana Theological Seminary, aided by college teachers and other volunteers, worked at intervals in the nineties on a collection of songs and hymns for an English hymnal. The proposed hymnal was submitted to the church in 1899 as a temporary collection, it was explained, for use until a more complete book could be compiled. This collection of hymns, 355 in number, quite a few rendered from the Swedish, was accepted and recommended for use in churches and Sunday schools for the time being. In 1901 *Hymnal and Order of Service* with music was published under the redaction of Prof. C. W. Foss. A more satisfactory book was soon asked for by the all-English churches in particular. The appointment of a hymnal committee by the English Association in 1910 prompted the church to elect its own committee three years later. This committee got to work in real earnest in 1919, and in 1923 submitted its draft for a new hymnal which was adopted. This work entailed an outlay which made it the costliest single publication so far. To exemplify to anyone not familiar with the publisher's busi-

ness what it costs to produce a work of this character, it may be stated that before the first copy of *The Hymnal and Order of Service* could be printed the publishing house had expended on this book almost exactly twenty-five thousand dollars. With its 682 hymns and tunes, together with liturgies, introits, prayers, and lectionary, a total of 946 pages, it compared favorably with books in its class, according to competent reviewers, who gave it high rank as a book of worship. The men who carried the work through to completion were: Drs. C. W. Foss, I. O. Nothstein, E. W. Olson, E. E. Ryden, C. J. Sodergren, and C. A. Wendell. In line with this development a *Luther League Hymnal* had been compiled and published, which was superseded in 1929 by the *Junior Hymnal*, adapted also for use in the Sunday schools.

When in 1958 the *Service Book and Hymnal* appeared, sponsored by the eight groups, members of the National Lutheran Council, and published jointly by six Lutheran publishing houses, including Augustana Book Concern, as authorized by the Churches co-operating in The Commission on the Liturgy and The Commission on the Hymnal, it quickly took the place of the older hymnal in most Augustana churches. In November, 1961, a long-awaited revision of the *Junior Hymnal* was made available. This practical hymnal for church schools and other organizations within the congregation includes many additional old favorites and new discoveries not found in the *Service Book and Hymnal*.

An English annual, *My Church*, was started in 1915 as a serial record of events in the Augustana Church and in the Lutheran Church in general. The *Companion* had adopted a Church-wide program in 1911. But the language transition kept a normal pace up to the year 1918. The opposition to foreign languages during American participation in the First World War registered at once in the literary output of the Augustana Book Concern. In 1919 the trend to English was swift. While ten Swedish and five English books were put out in 1918, nine English and only three Swedish marked the new production of the year 1919. *Ungdomsvännen*, a monthly magazine which never had prospered, was discontinued after 1918, being no longer able to hold its ground. During the next ten years the English publications averaged thirteen per year as against three in Swedish. In 1929 the printing of Swedish books for the church ceased except for a single item, *Korsbaneret*, a treasured synodical annual. The Sunday schools had made a transition a long time before, the great majority using English as the medium of instruction. The principal textbooks,

Luther's Catechism and a brief Bible History, were supplied in English directly by the Book Concern.

The fiftieth anniversary of the Augustana Church in 1910 was the occasion for an impressive celebration at Rock Island. To mark the event, two commemorative books were published, one in each language. *Minnesskrift*, a volume of 486 pages, was the most comprehensive. The history of the same period was told more compactly in an English volume of 267 pages, *The Augustana Synod, 1860-1910*. The latter is the first attempt by the church itself at telling its story in the language of the land. In the first volume, the story of the publication work is told by O. V. Holmgren and that of the church periodicals by C. J. Bengtson; in the second volume the publishing interests of the church are described by F. A. Johnsson.

After thirteen volumes of *Prärieblomman*, a literary annual in Swedish, had been published, it was discontinued in 1913, the English church annual, *My Church*, being started two years later. In 1913, too, the church authorized the publication of an English summary of the Swedish minutes. Interest in Swedish literature was on the wane, and little support was given an illustrated Christmas annual, *God Jul*, published in 1915 and 1916. *Teologisk Tidskrift* ceased publishing with the 1917 volume. After the World War the demand for Swedish books slumped suddenly and the stock on hand had to be disposed of, largely at a sacrifice. The church had spoken English for some time past, and now required its reading matter chiefly in that language. It remained for the publishing house to take due notice of the change.

IN VARIOUS FIELDS

For several decades the publishing house sought to meet the demand for textbooks and annotated texts for the study of Swedish in high schools and colleges by the publication of such books by Edw. J. Vickner, A. Louis Elmquist, Joseph Alexis, A. A. Stomberg, Jules Mauritzson, E. W. Olson, W. G. Johnson, Martin Söderbäck, L. G. Sjöholm, Arthur Wald, Allan Lake Rice, Martin S. Allwood, I. Wilhelmssen, and A. L. Elmquist. The latest listing of books in print includes fourteen titles belonging to this class.

A series of books of sermon meditations by G. H. Knight of Scotland, richly devotional volumes for which the Book Concern had gained United States publication rights, were published in the thirties. Of these *In the Secret of His Presence* came out in five editions from 1932 to 1934. The others were: *In the Cloudy and Dark Day*, *Divine*

Upliftings, These Three, and The Master's Questions to His Disciples.

Other books no longer in print include *Heart to Heart with You* by Adolf Hult (1927); *Early Life of Eric Norelius* by Emeroy Johnson (1934); *The Suffering God* by Erling Eidem (1938); *Holy Garments, Sermons on the Epistle Lessons*, by J. P. Milton (1939); *People Are Asking* by J. P. Milton (1942); *More People Are Asking* by the same author (1943); *A Faith for These Times, Sermons* by Lutheran Pastors, edited by S. J. Sebelius (1941); *Looking at Life* by J. Helmer Olson (1955); *The Christian Hope* by O. Olsson and C. G. Chinlund (1955); *The Cousins* by Helen Foster Anderson (1946); *Pictures of the Way* by Harold Floreen (1952); *White Angakok* by Erling Nicolai Rolfsrud (1952); *Master Builders of Augustana* by S. J. Sebelius (1949); *Pioneering for Christ in South Africa* by V. Eugene Johnson (1948); *Rival Temples* (1948); *Out of the Fog* (1943) and *Perhaps I Was Dreaming* (1939) by C. A. Wendell; *My Father Worketh Hitherto* by E. H. Wahlstrom (1945); *Andreen of Augustana* (1942). *Main Street Today* by Paul H. Andreen (1941); *Inspirational Readings* by A. T. Lundquist (1938); *I Believe in the Church* by Conrad Bergendoff (1937); *On the Borderline* by Axel E. Berg (1939); *China in Revival* by Gustav Carlberg (1936); *A History of Sweden* by Grimberg (1935), *Chapel Vespers* by Ernest A. Lack (1945); *North to St. Paul* by A. T. Almer (1948); *What God Does for Me* by M. Rosene (1940).

The principal original works of music in a long list of musical publications are a number of compositions by Gustav Stolpe and by Frank J. Johnson; a cantata for the fiftieth anniversary of the church with libretto by Ernst W. Olson and music by R. Lagerstrom; "Golgotha," an oratorio by J. Victor Bergquist; a Christmas cantata by Bergquist with text by Alfred Bergin; and a Reformation cantata (Swedish and English), text by Ernst W. Olson and composed by J. Victor Bergquist for the Luther Commemoration in 1917 by special commission from the church.

While most of the anthems in the Augustana Octavo Series of Church Music for Mixed Voices, which accumulated through the years, were selections from "The Psalms of David" by Gunnar Wennerberg, plus a number by old masters such as Mendelssohn, Grieg, and Bach, works by Augustana Church composers, such as Gerhard T. Alexis, Adolf Hult, Hugo Bedinger, Carl S. Malmstrom, Otto Olson, J. G. Lundholm, Otto H. Bostrom and Carl R. Youngdahl were more recently added. In the new Augustana Choral Series we find the following anthems: "What Shall I Render Unto the Lord?" by Regina

Fryxell; "Mary and the Angels," by Annette Lindstrom; "Sanctus," by Robert E. Segerhammar; "A Carol for Lent," by Richard H. Fryxell.

BOOKS IN PRINT IN 1962

In the year 1962, the last in which the publishing house bears the name Augustana Book Concern, the list of books in the latest catalogs includes more than 180 titles. About 170 of these are included in *Lutheran Publications* 1960-1961, a complete listing of books in print published by the Lutheran publishing houses of America. All but some twenty of these will retain the same pertinence and interest for the larger circle of readers to be served through the publishing alignment in the Lutheran Church in America.

Like most church-owned publishing houses, the Book Concern has been mainly busied with producing books for the work, worship, and teaching ministry of the church body it was set to serve. More recently, however, it has become possible to produce some books of the kind that are read across denominational lines. With growth, opportunity and access to capable writers, more and more books have been published for the trade and advertised in other church papers, including larger inter-and nondenominational journals. As examples of these may be mentioned *Nurse, Pastor and Patient* by Granger Westberg (1955); *The Classic Christian Faith* by Edgar M. Carlson (1959); *The Story of Christian Hymnody* by E. E. Ryden (1959); *Let's Look at Paul* by Eric H. Wahlstrom (1960); *Psychoanalysis and Christianity* by Arvid Runestam (1938); *The Apostles' Creed Today* by Conrad Bergendoff (1956); *God's Covenant of Blessing* by John P. Milton (1962); *Christian Social Consciousness* by A. D. Mattson (1953); *The Children's Choir* by Ruth K. Jacobs (1957); *Choirmaster's Workbook* by Dayton Nordin (Vol. VII, 1960 Vol. VIII, 1962); and many others, as the following paragraphs will show. In these paragraphs books in print are listed according to classification.

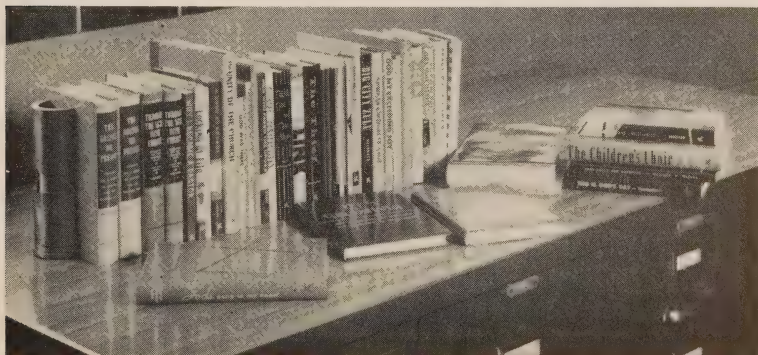
In the sermon field books in print include three sets of books of sermons on the three Gospel series of the Augustana Lectionary. They are *The Gospel We Preach* by 65 Lutheran pastors (1960, 1956, 1958); *Through the Year with Christ* by Edwin C. Munson (1955, 1957, 1959); and *The Good Seed* by Fr. Hammarsten (1923), a translation. Other books of sermons or sermon meditations include *They Talked with God* (1949), *They Walked with God* (1954), and *God Lifts My Sights* (1957) by Carl W. Segerhammar; *A House for Tomorrow* (1952), and *Unconquerable Partnership* (1960) by Reuben K. Youngdahl; *The Ceaseless Quest* by Victor E. Beck

(1954); *My Heart's Desire* (1949) and *Our Refuge and Strength* (1954) by Maynard A. Force; *Ancient Truths for Today's Needs* by Edwin C. Munson (1962); *Sermons for Special Days* by G. Erik Hagg (1962).

In recent decades a book of sermons for Lent has often been offered, and the following are listed: *God in the Hands of Men* by Theodore E. Johnson (1962); *The Words from the Cross* by Thomas Musa (1962); *Passion Perspectives* by G. Erik Hagg (1958); *Men Who Faced the Cross* by William Siegel (1959); *The Cross Is the Key* by Clifford A. Nelson (1954); *Beneath the Cross of Jesus* by George F. Hall (1947); *Profiles of the Passion* by Paul H. Noren (1961); and *Sermons on the Passion of Christ* by Martin Luther (1956); *It Was for You* (1939) and *From Throne to Cross* (1940), both edited by Joseph Simonson; *The Cross* by Edwin C. Munson (1936).

In the realm of Bible Study, the following titles are listed: *The Heart of the Bible* by J. Vincent Nordgren (1953); *Bible Primer* by Adolph Hult (combined edition, 1919); *The Psalms* by J. P. Milton (1954); *Life and Teachings of Christ* by Victor R. Pearson (1940); *Women of the Bible* by A. T. Lundholm (1926 and 1948); *Have Faith in God—He Answers Prayer* and *The Word of Truth* by Samuel M. Miller (1952); *Seven Signs in the Gospel of John* by V. Eugene Johnson (1955); the annual, *The Bible Study Quarterly*, for 1962;* *Bible History* by Conrad Bergendoff and J. V. Nordgren (1939); *Catechism in Life Today* by J. Vincent Nordgren (1950).

* Before the publishing of the *Bible Study Quarterly* was begun in 1920 a teaching guide for adult Bible study had been published for several years. It was issued in both a teacher's and a student's edition, and was designed so that a layman might effectively teach the adult class. The material was prepared by competent Augustana pastors.



Listing books in print that deal broadly with Christian faith and life, there are a number that deal with individual and home interests. Among these are *Love That Lasts* by Samuel M. Miller (1929); *Paths to Happier Living* by Carla Holtermann (1950); *The Christian Woman* (1952) and *The Woman Beautiful* (1954) by Ruth Youngdahl Nelson; *Light for Your Home* by Wilson Fagerberg (1958); *Altogether Lovely* (1960) and *Beautiful Homemaking* (1961) by Charlene Johnson; *Should a Lutheran Marry a Catholic?* by A. D. Mattson (1948); *Why I Became a Pastor* edited by Emeroy Johnson and Thomas W. Wersell (1958); *Christian Ethics* by A. D. Mattson (1947); *Mixed Marriages* by Granger Westberg (1958); *Our Calling* by Einar Billing (1947); *Inspiration for Today* by Amos T. Lundquist (1950); *You and Yours* by Arthur O. Arnold (1962); *Who's Beat?* and *The Unhurried Chase* by Betty Carlson (1961), (1962). Several titles deal with sickness and sorrow, among them, *Good Grief* by Granger Westberg (1962); *Thou Art With Me* by Daniel Nyström (1949); *And God Said "No"* by Lael Cappaert (1961); *Joy in the Midst of Suffering* by Yngve Nilsson (1961); *Thy Right Hand Upholds Me* by Tage Johansson (1961); *When a Loved One Dies* by L. M. Engstrom (1961); *The Christian Hope* by Olof Olsson and E. G. Chinlund (1955); *Be of Good Cheer* by G. A. Herbert (1942); *Greetings to the Shut-in* by George W. Wahlin (1958); and *Unafraid* by V. Eugene Johnson (1958).

The following books pertain to the worship and work of the church: *Liturgy and Spiritual Awakening* by Bo Giertz (1950); *Worship in the Singing Church* by Conrad Bergendoff (1950); *Invitation to Worship* by Clifford A. Nelson (1960); *Looking at the Liturgy* by Theodore E. Matson (1959); *A Book of Advent* by Victor E. Beck and P. M. Lindberg (1958) and by the same authors *A Book of Christmas and Epiphany* (1961) and *A Book of Lent* (1963); *Christmas Voices* by P. O. Bersell (1954); *Christmastime in Sweden* by Alice J. Sorensen (1955); *Disciplines for Devotion* by Lloyd L. Burke (1961); *Lutheran Worship* by Conrad Bergendoff (1932); the tract, *So Your Child Is to Be Confirmed* by Malvin H. Lundeen (1950). Concerned with church membership and activity are the following: a book for church women, *A More Excellent Way*, by Ruth Nothstein (1955); *Church Etiquette for the Layman* by Erling Rolfsrud (1950); *Deacons and Trustees* by Oscar A. Benson (1950); *Acolytes and Altar Guilds* by Peter A. Reinertsen (1960); *The Acolyte* by G. Martin Ruoss (1958); *Augustana Annual* for 1962, edited by Birger Swenson and E. E. Ryden; *This Is Your Church* by Carl H.

Sandgren (1952); the tract, *You Are a Partner with God* by Martin E. Carlson (1951); and *Wedding Music* by Regina H. Fryxell (1956).

Augustana Book Concern has published many devotional volumes. To introduce those still being marketed mention is made of the tract, *You Can Have Family Prayer in Your Home* by Arthur O. Arnold (1954). Books for daily home devotions include *At Dawn of Day* by Olle Nystedt (1955); *God's Song in My Heart* by Ruth Youngdahl Nelson (1957); *Going God's Way* (1951), *Live Today* (1959), *This Is God's Day* (1956), and *This Is God's World* (1961) by Reuben K. Youngdahl; *Peace, Poise and Power* by Edythe J. Johnson (1959); *Lives That Glorify God* by Amos T. Lundquist (1953); *In the Morning Hour* by C. A. Swensson (1927); *With God and His Mercy* by sixty pastors of the Church of Sweden (1958); *God in Our Home* (1936) and *Today with God* (1944) by Daniel Nystrom; and *Home Altar Treasures* (1960) edited by him.

In 1950 a number of devotional books designed for children of various ages were published, namely *My First Book of Prayers*, compiled by Esther Cannom; *Children of the Heavenly Father*, by Elinor C. Johnson; and *My Prayer Book*, by Margaret M. Carlson. Also in 1950 appeared *Dear Lord* by Doris Linell Larson, a book of prayers for youth. *When We Pray*, published the same year, is a compilation by Daniel Nystrom of almost five hundred prayers for family and individual use. Other devotional books for children are *Day by Day with Jesus* (1948) and *God and I* (1954) by Gladys A. Sandberg. Two books for the aged, both in large print, are *At Eventide* by Gottfrid Billing (1937) and *Fast Falls the Eventide* by Olle Nystedt (1956). The pocket-size anthology *My Book of Prayers* (1959), compiled by Melvin A. Hammarberg and Clifford A. Nelson, has been very popular. The most recent devotional volume is *God's Hand I See* by Eric J. Gustavson (1962), planned especially for the vacationing family. In this connection we may mention the following inspirational books, not listed elsewhere: *God My Exceeding Joy* by Amos T. Lundquist (1956); *With Hearts Uplifted* by Clifford A. Nelson (1956); *God Was There* by Roy Stetler (1956); *Helpful Thoughts Diary* by Effie Jorgenson (1949).

The following books deal with faith and doctrine: *Faith and Certainty* by Skovgaard-Petersen (1957); the translation under the title of *Salvation in Christ* of "Vid Korset" by Olof Olsson (1942); *The Way* by J. P. Milton (1932); *The Making and Meaning of the Augsburg Confession* by Conrad Bergendoff (1930); *Christ as Authority*

by Conrad Bergendoff (1947); *The Classic Christian Faith* by Edgar M. Carlson (1959); *Baptized into Christ* by Royal Peterson (1959); *The Meaning of Baptism for a Lutheran* by A. D. Mattson (1945); *One Holy Catholic Apostolic Church* by Conrad Bergendoff (1954); *The Unity of the Church. A Symposium* (1957); *The Apostles' Creed* (1956) and *At the Lord's Table* (1961) by Conrad Bergendoff; *Communion Thoughts* by L. M. Engstrom (1934); *The Church and the Means of Grace* by Eric H. Wahlstrom (1951); *God's Covenant of Blessing* by J. P. Milton (1961).

Some historical works have been added to the early volumes by Norelius and the fiftieth anniversary publications of the Augustana Church in 1910. *After Seventy-five Years, 1860-1935* was published in 1935. In 1948, *A Century of Life and Growth* was published under the auspices of the Centennial Committee. It gave a popular, illustrated review of the one hundred years since the first Lutheran congregation was organized in connection with the nineteenth-century Swedish immigration. The observance in 1960 of the Centennial of the founding of the church itself was marked by the appearance of four notable volumes: *This Is My Church*, prepared by the Centennial Publication Committee, a vivid portrayal in word and picture of the history of Augustana Church; *Centennial Essays*, published under the auspices of the General Anniversary Committee of the church; *The School of the Prophets*, published by Augustana Theological Seminary; and *Foundations for Tomorrow*, under the auspices of the Board of World Missions, *A Century of Progress in Augustana World Missions*. These volumes came off the presses of the Augustana Book Concern. Copyright by the publication house, *The Augustana Lutheran Church in America, Pioneer Period, 1846-1960*, by Oscar N. Olson appeared in 1950. It should be mentioned, too, that in 1927 *The Founding of the Augustana Synod*, a scholarly presentation of the events of the years 1850-1860 by George M. Stephenson, was published. Early in 1962 *A Family of God*, edited by Daniel Nystrom, was published; it is a volume of 230 separate readings from a variety of sources illustrative of life in the Augustana Church. Also by Dr. Nystrom, *A Ministry of Printing*, a history of the Publication House of the Augustana Lutheran Church, 1889-1962. (1962) By the end of this year the definitive history of Augustana, now being prepared by Dr. G. Everett Arden, will have been published.

Early biographical works included, besides Norelius' biography of Hasselquist, a series of *Lifsbilder* (Life Sketches) by N. Forsander of church leaders in Sweden and in the Augustana Church. Later biog-

ographies include *Olof Olsson* by E. W. Olson, published in 1941, and *Eric Norelius* by Emeroy Johnson, published in 1954 in co-operation with the Minnesota Conference. In 1952 *Prairie Shepherd*, a translation of Sam Rönnegård's biography of Lars Paul Esbjörn was published. Helen Headland wrote three popular biographies—*The Swedish Nightingale* (1940), *Christina Nilsson* (1943), and *Ole Bull* (1949). *N. F. S. Gruntvig: An American Study* by Ernest D. Nielsen appeared in 1955, *Luther, Young Man of God* by Lois Gahl in 1956, and *Under Higher Command*, a biography of Prince Oscar Bernadotte, by Nils Dahlberg in 1959.

Books in the field of missions, besides the complete review of Augustana's world missions enterprise by S. Hjalmar Swanson (*Foundations for Tomorrow*) are represented by Victor E. Swenson's *Parents of Many* (1959) and *Little Seekers*, a missionary play by Hilda Benson (1946). *The Rising Tide* by Gustaf Bernander (1957) views the East Africa scene.

The following books for children and youth are in addition to the devotional volumes already mentioned: two books for the newly confirmed, *As Children of Light* by J. Helmer Olson (1945) and *My Confirmation* by Sam Stadener (1947); *A Boy Meets Luther* by A. G. Joelsson (1950); *My Church Book* by Marie Olander (1960); *Pinky Pig Sprouts Feathers* by Ruth Koch Christensen (1957); *Ten Busy Fingers* by Elsie Lindgren (1955); *Happy Days* by Mabel Thor (1949).

In recent years a number of novels of special worth and appeal were produced. *The Thief* (1958) and *The Crown* (1960), both by Archie Jocelyn have a New Testament background. *The Link* by Marjorie A. Clark (1956) was well received, as were the two novels with missionary background, *Big City Zulu* by Gunnar Helander (1957) and *Captain Bright* by Per Westerlund (1961). *Elsa's Lullaby* by Elizabeth Bjork Hill (1953) is an appealing junior novel. Humorous in character are *Peter Pulpitpounder, B.D.* (1957) and *Just Call Me Pastor* (1959) by Robert E. Segarhammar. *The Hammer of God* by Bo Giertz appeared in 1960.

Still other books in print in 1962 include: *The Junior Hymnal*, the revised and enlarged edition of 1961; *Songs for Children*, compiled by Rubye Nordgren and Mildred Lekberg in 1942, and *Convention Hymnal* (1938); *Polity of the Augustana Lutheran Church* by A. D. Mattson (revised 1959); *Esau's Children* by E. S. Metcalf (1960); *Gods, Sex and Saints: The Mormon Story* by George B. Arbaugh (1957); *Little Journeys in His Kingdom* by C. A. Wendell, as re-

vised in 1951. *A Study of Town and Country Churches* by A. D. Mattson (1946); *Challenge and Response in the City*, edited by Walter Kloetzli (1962); *Meet the Lutherans* by G. Everett Arden (1962); *Why I Am in the Seminary* edited by T. W. Wersell (1962); *Trumpets in the Morning* by Reuben K. Youngdahl (1962); *Now I Am a Mother* by Mrs. Paul J. Bengtson (1962); *The Church's Three Power Centers* by Thomas Basich (1962); *The Bible and Christian Faith* by N. Leroy Norquist (1962).

Through the years Augustana Book Concern has also published Christmas and Easter programs for Sunday schools which have enjoyed good sales and have a place in the program of the church.

ANNUALS AND QUARTERLIES

Korsbaneret, *Prärieblomman*, *My Church*, and *Augustana Annual* have been the important yearbooks of the church published by the Augustana Book Concern. These annuals have been and, as a reference library, continue to be not only a source of Augustana history but an interpreter, as well, of the purposes and trends of the church. They present also, in prose and poetry, what is exemplary of the literary creations of the Augustana constituency.

Korsbaneret was begun by Olof Olsson and C. A. Swensson in 1879 as a Christmas book. It was taken over in 1880 by "Ungdomens Vänner" at Augustana College and continued for three years by them. When the printing of Swedish books ceased in 1929, *Korsbaneret* was the one exception. It continued as a publication of Augustana Book Concern until 1950, when the seventy-first issue appeared, the annual having set a record for popularity and its readers one for loyalty.

The following have served as editors of *Korsbaneret*: Olof Olsson, C. A. Swensson, A. O. Bersell, C. A. Backman, C. M. Esbjörn, S. P. A. Lindahl, Eric Norelius, O. J. Siljestrom, J. G. Dahlberg, Carl J. Bengtson, Philip Thelander, O. H. Ardahl, O. N. Olson, A. W. Lindquist, C. A. Lindvall, H. P. Johnson, A. T. Lundholm, S. G. Hägglund, Geo. A. Fahlund.

The English annual, *My Church*, was started in 1915 as a serial record of events in the Augustana Church and in the Lutheran Church in general. It was ably edited by I. O. Nothstein during the first fourteen years. Those who succeeded him as editors were S. J. Sebelius (1929-1931), Daniel Nystrom (1932-1937), and Carl H. Sandgren (1938-1947). *My Church* performed a similar mission to that of *Korsbaneret* and, in a measure, to that of *Prärieblomman*. Those who have access to a complete file of this publication will find it a source

book of historical information about the Augustana Church and a varied portrayal of its life.

Augustana Annual, the latest yearbook of the church, was started on its fourteen-year career by Birger Swenson, who had as co-editor from 1948 to 1955 Sigfrid Engstrom, and after that until 1962 E. E. Ryden. This publication may be said to have been a continuation of the old *Almanac* and in a sense of the older annuals, *Korsbaneret* and *My Church*. From 1895 to 1919 the *Almanack* (Swedish) was published anonymously. From 1920 to 1923 it was edited by Ernst W. Olson; from 1924 to 1927 by E. F. Bergren; from 1928 to 1929 by G. A. Fahlund; and from 1930 to 1947 by Birger Swenson. The *Almanac* (English), issued from 1921 to 1947, was edited by Ernst W. Olson in 1921 and 1923; by G. A. Fahlund in 1922; by E. F. Bergren, 1924-1927; by G. A. Fahlund, 1928-1929; and by Birger Swenson from 1930 to 1947. For many years astronomical calculations were made by P. W. Benzon. Over the years *Augustana Annual* became in increasing measure a work and resource book for pastors and lay workers. It served to keep church members abreast of the events and developments of each year and offered clear interpretations of them. In it they found both a clerical and church register, a church-centered almanac, and much useful and interesting information about their church. The volumes of *Augustana Annual* will prove a veritable mine of source material for future historians who may delve into the story of the closing years of the Augustana Church.

Since January, 1940, a devotional quarterly, *The Home Altar*, has been published. Containing daily devotions for family and individual use, prepared under the editorial supervision of the secretaries of literature by pastors and lay people of the Augustana Church, this publication has had a remarkable growth in circulation and has performed a blessed ministry. Five years after its inception the circulation was 70,000 copies per quarter; by 1960 it had reached nearly 200,000. During the Second World War and continually since then there was a steady demand for the quarterly for distribution to the men in the armed services.

AUGUSTANA TRACT PROGRAM

The Augustana Tract Fund was established by the Book Concern in 1935. In that year five tracts were published for free distribution in the churches—two on stewardship and one each on Mormonism, Christian Science, and Seventh Day Adventism. There were some

contributions from congregations, and the church in 1941 officially urged that such contributions be made. In 1942, after seven years' operation, it was reported that over six million copies of tracts had been distributed at a cost of \$8,319.56, of which amount congregations contributed \$6,495.10, and the publication house \$1,824.46. By 1949 the Book Concern was distributing between 750,000 and 1,000,000 tracts per year. In that year the Tract Fund was made the beneficiary of the Augustana Church in the sum of \$1,000, and in the next two years it received \$2,000 annually. Beginning in 1952, however, the fund was on its own. In that year it issued ten new tracts; it was also again beginning to operate at a deficit. Many synodical boards and agencies were by this time printing and distributing tracts and so in a measure taking over the field. A decision was made to discontinue the Augustana Tract Fund after 1955. It had served a useful purpose, but was no longer needed as a special venture. But tracts on vital questions and informative pamphlets were still being printed, nine new tracts being published in 1962.

Serving Parish Education

Until 1924 the preparation of courses of study for Sunday schools, vacation Bible schools, and other schools of the Augustana Lutheran Church had been left to the board of directors of the Book Concern. With the expansion of the business of the publishing house and the growing demand for a large variety of literature for an adequate educational program in the local churches, as well as for Christian literature in general, the church decided to elect a special board for this particular work, namely, the Board of Christian Education and Literature. In 1943 a separate Board of Parish Education was created by the church and given more definitely outlined duties in its field. The former Board of Christian Education and Literature was dissolved and all assets and liabilities transferred to the new board. It now became necessary to provide a means for procuring good manuscripts and producing good books in the wider field of Christian literature. The board of directors elected a committee on literature from its own membership to give thought to this matter and to make recommendations to the board. Members of the first such committee were Pastors O. V. Anderson, A. D. Mattson, and H. E. Sandstedt. Soon the number of members was increased and included laymen as well as pastors. The president of the church and the general manager of the Book

Concern were ex-officio members, and the secretary of literature an advisory member, reporting on manuscripts received. The Committee on Literature has met regularly four times a year.

There has always been close co-operation between the Committee on Literature and the Board of Parish Education, and whenever possible the executive director of parish education has attended meetings of the Committee on Literature as a consultant. In respect to publications the interests of each were in some fields broadly identical. As has been noted elsewhere, the Board of Parish Education has from its inception been a chief recipient of appropriations from the earnings of the Augustana Book Concern.

PREPARATION OF COURSES

The office of Executive Director of Parish Education or, as the name was earlier, the Synodical Sunday School Secretary, was most closely related to the Book Concern in the years when the Board of Christian Education and Literature functioned. In 1920 the church, realizing that, in addition to Luther's Catechism and the Bible History, courses were needed that would arrange and present the subject matter of these books according to the interests and abilities of the child at his different stages of development, created the office of Sunday School Secretary. In 1921 Dr. George A. Fahlund accepted a call to this office. He immediately undertook the task of preparing a series of textbooks for use in the Sunday schools in accord with principles more or less generally accepted at the time. By 1924 he had completed his *Graded Lessons in the Catechism*, a series of six courses for pupils in grades III to VIII. Later a course for confirmation classes and young people was added, namely, *Order of Divine Service*. For the smallest children Bible Picture Charts were used, and for those of primary age *Bible Primer*, in two volumes, by Dr. Adolf Hult. In 1930 Dr. Fahlund resigned from his position and was succeeded in 1931 by Dr. J. Vincent Nordgren. In 1932 the need for new courses for the Sunday school was expressed and soon plans were worked out for a series of graded lessons from the beginners' department up through the high school age. The courses were known as the "Word of Life Series."

By 1940 it was again time to lay plans for the preparation of new courses. After considerable negotiation, plans were agreed upon by the proper educational and publishing boards of The United Lutheran Church, the American Lutheran Church, and the Augustana Church for introducing a new series of courses, to be known as "Christian

Growth Series." The new lesson materials were received with considerable favor, and because of the pooling of resources they provided better and more attractively printed study books and teachers' guides than any one of these church bodies could have produced before. In 1944 the Book Concern manager reported that the joint publication venture was well under way and that "there was better response than expected to the three new courses." In 1945 the sales of the Christian Growth Series increased more than 45 per cent. The largest single item of outside printing that year was the Intermediate Course of that series. The great majority of Augustana schools were using the series by 1957.

In 1947 Dr. J. V. Nordgren resigned, effective December 1. Dr. Lael H. Westberg was chosen to be his successor, and began his work August 1, 1948. Dr. Westberg gave excellent promotion to the understanding and right use of the material found in the Christian Growth Series through workshops held in all parts of the church through Triple T (Teacher Teach Teacher) program.

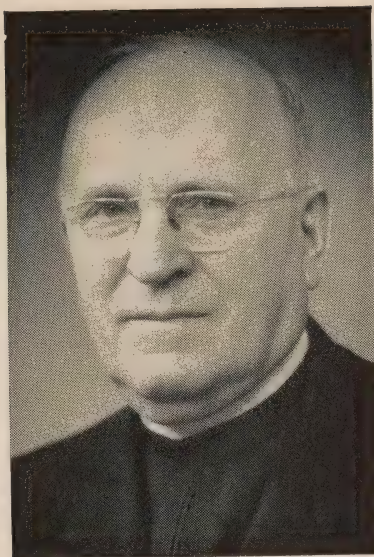
Dr. Westberg left the service of the Board of Education in 1961 to become the pastor of the first English-speaking Augustana congregation in Stockholm, Sweden.

THE LONG-RANGE PROGRAM

The inception to the Long-range Program of Christian education materials was in the United Lutheran Church of America. Plans for a wider interest in the Program began in 1955. The co-operating bodies were the American Evangelical Lutheran Church, the Augustana Lutheran Church, the Suomi Synod, and the United Lutheran Church. These now constitute the Lutheran Church in America.

Educational leaders from the four co-operating churches spent more than five years working on the new material. Actually much more is involved in the Long-range Program than just a new series of study materials. Help has been enlisted from theologians, Biblical scholars, psychologists, sociologists, public educators, age-group specialists, pastors, parents, and church school teachers, thus blending the implications of Lutheran theology and the insights of education.

It will be a *co-ordinated* program. It will include every educational agency—Sunday church school, weekday church school, vacation church school, the Christian family, catechetics, leadership education, special interest groups, and camp. It will attempt to weld the work of all into a co-ordinated whole. This is something that no Protestant



GEORGE A. FAHLUND, D.D.
Director 1920-1930



J. VINCENT NORDGREN, D.D.
Director 1931-1947



LAEL H. WESTBERG, D.D.
Director 1948-1961

program has ever before accomplished. What is learned in Sunday school will be enriched and supplemented, for example, by what is learned in weekday and vacation church school.

It will be a *graded* program. Each pupil will be helped to learn what he most needs to learn and is most capable of learning. Children will have materials that are realistically and accurately fitted to their capacities and vocabulary. Young people and adults, in turn, will be guided into learning experiences that are appropriate to their level of maturity.

The curriculum will relate the Word of God to the pupil's everyday experience in his life at home, church, school, or work. At every age and in every educational agency, the pupil will be helped to understand and appreciate how his relationship with God changes all aspects of his life.

CHURCH SCHOOL PERIODICALS

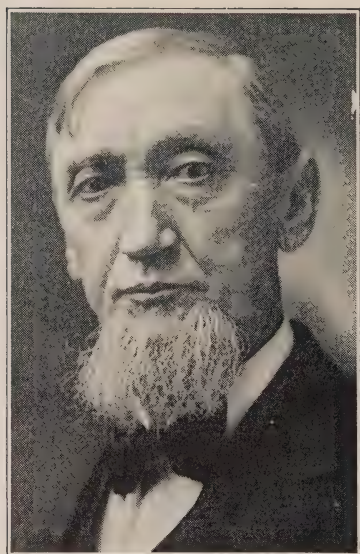
The periodicals for the church schools experienced a normal growth. When the official publishing house of the Augustana Church was established in 1889, the Swedish paper, *Barnens Tidning* was taken over from Pastor S. P. A. Lindahl, who was made its editor. Two years later, the two children's papers, *The Olive Leaf* and *Barnens Tidning*, each yielded a handsome profit. More clearly than in any other publication, *The Olive Leaf* showed the trend to English in its circulation. In 1922 it enjoyed a gain of no less than 17,700, increasing to a total of 41,000, while *Barnens Tidning* lost more than 2,000. In connection with the reorganization of the Sunday school system in the twenties, the Board of Christian Education and Literature systematized the periodicals serving the church schools, establishing a series of graded lessons according to the age and mentality of their readers. Thus, *Little Folks*, a leaflet for the youngest readers, was started in 1927. *The Olive Leaf* served for the next step up. For the readers in the upper classes there was *The Young People*, started in 1922 as a weekly and reaching a circulation of 35,000 in January, 1933. It drew somewhat from the field of *The Olive Leaf*, which had reached its highest circulation, 45,500, in December, 1922. *Barnens Tidning* was continued for readers of the same relative age until the close of the year 1932, when, after having been published for forty-seven years, it bade its readers farewell with the explanation that there was no field left for a juvenile paper in the Swedish language.

The circulation of the three church school papers in 1953, the last year in which they appeared under their old names, was, as follows:

The Young People, 23,680; *The Olive Leaf*, 16,314; *Little Folks*, 27,224. In that year, Miss Deloris Kanten became editor of the three story papers. The next year they appeared with new names and format: they were named, *Teen Talk*, *Junior Life*, and *Thru 8 Stories*. They were well received and by 1957 sixty-two per cent of the Sunday schools subscribed to them.

The Department of Literature

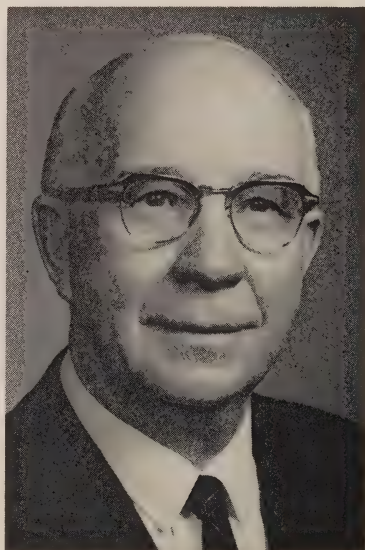
Up to 1908 all matters of book publication were handled directly by the general board on its own initiative or that of the manager and the executive committee. After repeated suggestions made in the reports from the board in that direction, the church in 1907 finally empowered it to engage a literary editor at the earliest time practicable. The following year a secretary of literature was chosen in the person of Dr. Carl J. Bengston, who had served as associate editor of *Augustana* under Dr. Lindahl for eight years. After two years of service in his new capacity, he resigned, and was succeeded by Dr. O. V. Holmgrain, who had served as associate editor of periodicals and office editor of publications since 1900. He died in May, 1930, after about thirty years in the service of the publishing house. Dr. Carl Kraft, called as office editor in 1910, was made associate editor of *Augustana* the following year. Dr. E. W. Olson was engaged as assistant in 1911 and served as office editor from 1912 to 1949. Called as literary editor in 1925, Dr. Oscar N. Olson was for a short time (1926-1927) in the service of the Book Concern. It may be mentioned here that in 1943 the publishing house joined with the Centennial Committee and Augustana College and Theological Seminary in extending a call to Dr. O. N. Olson to do research in the early history of the Augustana Church and to gather material for historical volumes in view of the approaching centennial observances in 1948 and 1960. To succeed Holmgrain, Dr. Daniel Nystrom was called in 1930. He occupied the position of secretary of literature until November, 1954. Because of the sickness of his wife he resigned in that year, but has remained a part-time employee of the Book Concern until 1962. In November, 1954, Dr. Victor E. Beck took over the position of secretary of literature, a position which he presently occupies. His scholarly and literary gifts and attainments served the publishing house well in an era of growing publication activity.



O. V. HOLMGRAIN, D.D.
Office Editor and
Editor of Publications, 1900-1930



DANIEL NYSTROM, D.D.
Secretary of Literature 1930-1954



VICTOR E. BECK, Ph.D.
Secretary of Literature 1954-1962

The Manufacturing Department

In 1924 the various mechanical departments were combined into one, the manufacturing department, and placed under one head. Its first production manager was Oscar G. Ericson. Until 1958, a period of thirty-four years, he gave painstaking and efficient direction to the work for which he was so well schooled and talented. When he retired, his assistant, G. A. Magnusson, was advanced to the position of production manager. Mr. Magnusson, who had been a member of the Book Concern family many years, was ably prepared to carry on the work.

A few facts and figures from the reports of the last twenty-eight years of Augustana Book Concern activity give an idea of the magnitude of the work in the manufacturing department and its increase with the years. In 1934 about 162,000 copies of new publications came off the presses, the biggest item of the year being the Word of Life Series of lesson material. In the next year, over a million copies representing thirty-nine new publications; for 1936 likewise over a million copies of new literature in addition to church and Sunday school papers. By 1941 net sales of \$167,150 included \$67,000 in



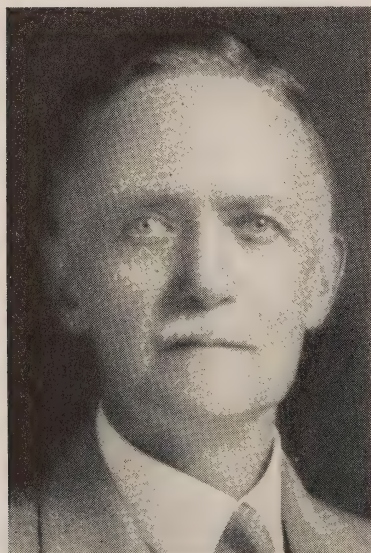
OSCAR G. ERICSON
Production Manager, 1924-1958



G. A. MAGNUSSON
Production Manager, 1958-1962

outside printing. The department was again in the middle forties, as before in the early thirties, hampered by shortages in help and difficulties in getting the paper needed. In 1944 the size of the *Companion* had to be halved. Nevertheless, there was a steady increase in outside printing sales, which by 1947 reached \$161,204, the total department sales being \$328,462. New equipment kept adding to the efficiency of the work and the ability to produce. With the completion of the new building and facilities in 1959, bringing joy to management and personnel, the Book Concern enlarged its offset department, with the acquisition of a new offset press and platemaking equipment. This increased the capacity for production considerably. During the past two years the department has had a total sale of over \$740,000.

In his report for 1961, Dr. Swenson said: "The volume of printing for the book store and circulation departments increased considerably during this year. Outside printing, however, decreased, due to the fact that a number of departments of the church which have been good customers for years have found it necessary to curtail printing



C. A. LARSON

Served as foreman of the Composing Room from 1886 to 1937.



CARL R. ANDERSON

Bindery Superintendent and Assistant Production Manager

because of the merger. The manufacturing department has also had charge of special mailings such as the Augustana Mission Advance, the Board of American Missions, the Luther League, Our Christian College Advance as well as for Lutheran World Action."

Along with the establishment of the offset section of manufacturing, an art department was started which enabled the Book Concern to offer a greater service. The first artist was Edwin K. Holmer, who filled the position from April 1, 1948 to June, 1956. That year he was ordained into the ministry of the Augustana Lutheran Church. Don Wallerstedt succeeded Pastor Holmer, taking up his duties on July 1, 1956. Mrs. Ruby Dick was added to the department in February, 1961.

With this increase in personnel it has been possible the better to meet the demands of the growing work in this increasingly important department of the ministry of printing, a department that is destined to assume ever-increasing proportions in publishing.

Something of the extent of the work being done at the publication house in its task of serving the Augustana Church may be judged by the fact that in a single year (1961) 619 tons of paper and six tons



Don Wallerstedt and Mrs. Ruby Dick, Artists

of ink were consumed by the manufacturing department. Printing *The Lutheran Companion* alone required more than 264 tons of paper and more than two and one half tons of ink. Two hundred tons of paper went into the manufacture of books in the same year, and nearly 136 tons into the printing of Sunday school papers.

The official organs of many church and benevolent institutions and of a host of parish papers, as well as anniversary albums and the like, have been published by the Book Concern.

The manufacturing department had since 1952 its own little publication, *A Drop of Ink*, edited by G. A. Magnusson, the production manager. Issued periodically during each year, its contents have reviewed the events and activities of the Augustana Book Concern, reflecting also the variety of work done in the printing plant, telling about those who do the work and the tools they use, and emphasizing the mission served. Incidentally, this house organ is nationally recognized as one of the best of its kind.

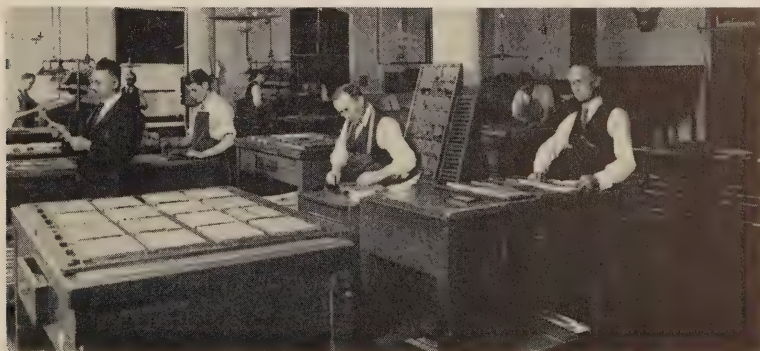
PLANNING THE WORK

When a manuscript has been accepted and edited, it is turned over to the Production Department. The picture above shows the production manager, Gus Magnusson, in consultation with the foremen of his department. Left to right: Gus Magnusson; Oscar W. Larson, in charge of the composing room; Carl Anderson, superintendent of the bindery; John Gordon, in charge of the press room.

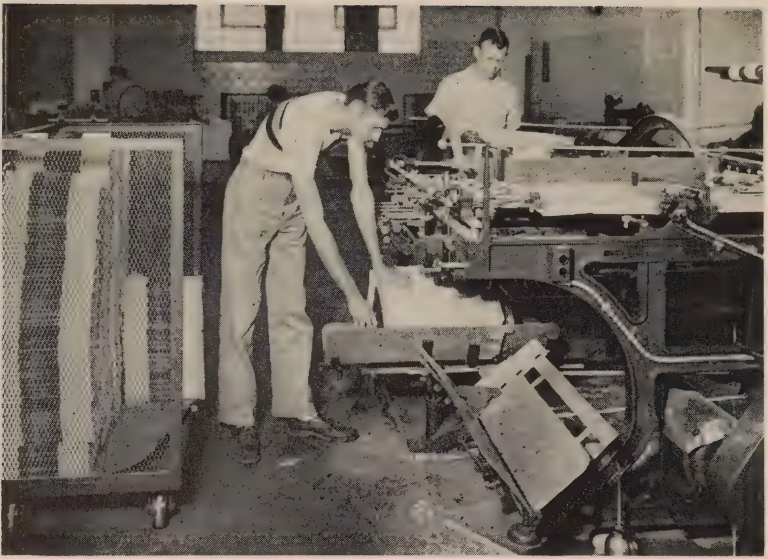




The picture above shows the linotype operators at work. After the planning has been completed, the manuscript is given to them for typesetting. Augustana Book Concern currently has five linotype machines. Below, composing room in present building.



Composing room in 1928



FOLDING MACHINE

The pictures on this and the following page showing the folder, the stitcher, the trimmer, and the casing in machine indicate the step-by-step procedure in the bindery.

CHRISTENSEN GANG STITCHER





THREE-WAY TRIMMER

CASING-IN MACHINE



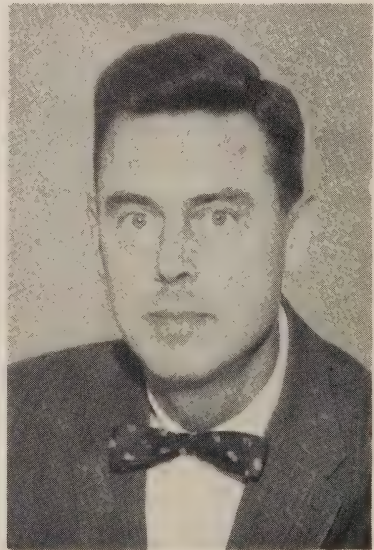
Merchandizing Department

BOOK STORE AND MAIL ORDER

From the beginning the publishing enterprise included a book store and mail order department. D. W. Dahlsten was in continuous charge of this department from 1900 to 1942. He lived to see the fruit of his faithfulness and industry in increased sales and good will. In the final year of his service, store and mail order sales had reached \$210,000. A sales committee, consisting of J. G. Youngquist, Birger Swenson and Edith Kjellberg, took charge for some years, after which Daniel Nystrom, Jr. was made sales promotion manager, and also superintended the Rock Island retail store. Frank Lunn and James Holliday managed the store for brief terms. Mrs. Allen H. Johnson, presently in charge, has given long and faithful service. Daniel Nystrom, Jr. remains at this writing as promotion manager.



D. W. DAHLSTEN
Book Store Manager, 1900-1942



DANIEL NYSTROM, JR.
Sales Promotion Manager, 1946-1962

A COMPLETE CHURCH SUPPLY HOUSE

The Rock Island book store won increasing respect and patronage in the growing Tri-City area, especially during the last two decades, and became the convenient and well-stocked supply and service center for the congregations of western Illinois and eastern Iowa. In the early forties an average of 7,000 Bibles and 3,500 Testaments were sold annually. When we say book store we include of course the mail order business. The book store has been of especial service to Augustana College and Augustana Seminary, located in Rock Island, in supplying them with textbooks and other literature. A student co-operative at the Seminary for the purchase of books, operating since 1944, chose the Book Concern as its agent, and this brought a considerable amount of new business. Contributing factors to the marked increase in net sales in the store and the mail order business, which from \$183,757 in 1941 had grown to \$316,677 in 1945 and in 1946 rose to \$366,913—an increase over 1945 of almost 16 per cent—were the larger enrollment at Augustana College, the broadening of services offered to include such things as rental service of motion picture films and slides, and making available to congregations ecclesiastical material, such as altar ware, paraments, stoles, etc. Advertising by mail, radio, and newspapers also paid dividends. In 1947 there was a sixteen per cent increase in net sales, bringing the total up to \$426,151 for that year. *The Hymnal* was still in demand at a rate of 10,000 a year. Such items as the Christian Growth Series material and the Every Member Bulletin were in increased demand. In 1951 a decrease in enrollment at Augustana College affected sales in the Rock Island store materially. In the next year the best sales item was the new Revised Standard Version of the Bible. Orders for more than 20,000 copies were received during the last quarter of 1952. In 1955 an Augustana edition of that Bible with Lutheran helps brought additional sales. Perhaps the most significant project of 1957 in the department was the compilation of the accumulated orders for the new *Service Book and Hymnal*, calling for more than 100,000 copies to be delivered in 1958. By the end of the next year 185,000 copies of the book were distributed to about 850 congregations.

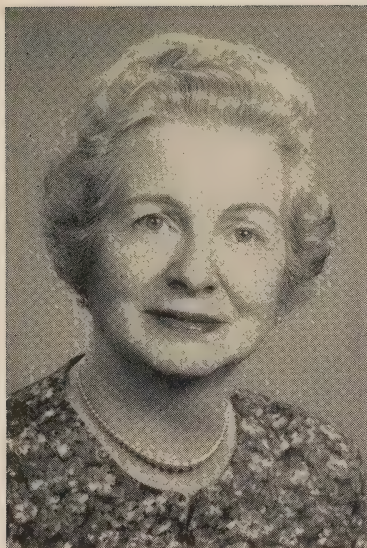
Important for the sale of what Augustana Book Concern has had to offer as publishers and seller of books and as a supplier of practically every church and church school need has been the sales displays at the annual conventions of the church and its Conferences, and at those of the auxiliary organizations, as well as the displays at religious booksellers conventions. By 1960 the book store and mail order de-

partment had become the largest in dollar sales. In that year the wholesale business was twice as large as in 1955. This resulted from the fact that more and more stores across the country added Augustana Press titles to their stock. By 1959 the wholesale trade list numbered over 2,700 retail outlets. Beginning that year the Muhlenberg Press salesmen were handling Augustana publications. Also in 1959 Augustana Book Concern co-operated with the United Lutheran Publication House in issuing a joint Christmas catalog. For a number of years Augustana publications have been listed in *Lutheran Publications*, a complete listing of books in print published by the Lutheran publishing houses in America.

Speaking of the importance of the year 1960 in Book Concern history, Dr. Birger Swenson, the general manager, said, "This record is due not only to the substantial increase in business, gratifying as that is, but also to the fact that we have gone a long way toward becoming a general supply arm of the church, providing virtually every need of



THE NEW STORE, 1959



MRS. ALLEN H. JOHNSON
Book Store Manager
1942-1946; 1950-1962



EDITH KJELLBERG
Customers' Service Manager
1942-1962

the congregation in literature, music, vestments, paraments, altar ware, furniture, and printing."

A book news letter, *What's New in Books*, begun in 1946, has been issued periodically each year since then by the department of literature and has been distributed to pastors and lay workers and others interested in receiving it. Besides introducing and describing the latest publications of the Augustana Book Concern, it presents reviews and evaluations by competent men and women of many worthwhile new books of other publishers, both in the religious and other fields. More than one hundred such book letters have appeared, giving dependable information about several thousand books.

To stimulate congregational growth in the areas of Christian literature the Library Club Plan of the Augustana Book Club has offered a program explicitly designed to encourage the development of an alert, efficiently operated church library facility. As members of the Augustana Library Club Plan, church libraries have been entitled, with little restriction, to savings of twenty per cent on book purchases. Information essential to a church library's effective maintenance and service has also been periodically supplied.

The Book Concern has been one of more than thirty publication houses in the Protestant Church-owned Publishers' Association, and attendance at its annual workshop has proved stimulating.

All the retail catalogs are now joint catalogs with the United Lutheran Publication House. The last Augustana catalog to be produced was the 1962-1963 Trade Catalog. The merging of the trade line with Muhlenberg Press books will not take place until after January 1, 1963. The mailing list of stores handling Augustana Press publications is approaching 3,000. The Every Sunday Bulletin Series, designed especially for the merging churches and published by Muhlenberg Press, has been well received.

BRANCH BOOK STORES

Almost from the first the Augustana Book Concern maintained branch book stores in cities where the church had a large membership. The first of these was established in St. Paul, Minnesota, in 1891. It was removed to Minneapolis in 1918 and continued to serve the large constituency of the Minnesota Conference. For a long term of years Otto Leonardson was in active charge of this branch. From 1922 to 1941 Miss Edith Ryss held the position. Miss Florence Lundahl has been in charge since 1942. A branch was started in New York City in 1903, with Carl Bohman in charge, and a third in 1906 in Chicago, under the management of Pastor Alfred Nelson, who had been a traveling representative of the Book Concern for many years. The measure of success did not warrant the maintenance of these two branches, which were discontinued in 1914. For a number of years book depositories were maintained in the store of the Bodin-Sundberg Company of St. Paul and at Gustavus Adolphus College, St. Peter, Minnesota. The Chicago branch was reopened in 1930. The following have been in charge of the Chicago branch: Martha Olander, Elmer Vedell, A. E. Wanfelt, Daniel Nystrom, Jr., and since 1942 E. O. Gundersen.



CHICAGO STORE

The Augustana book store in Rock Island, together with branch outlets in Minneapolis and Chicago, serves the church and church organizations across the nation and overseas with books and religious supplies from leading publishers and manufacturers. Publications of the Augustana Press will also be found in some 2,500 book stores elsewhere around the world.

MINNEAPOLIS STORE





STOCK ROOM AND SHIPPING

Thousands of copies of books and magazines and tons of supplies for churches and church schools go out each week by parcel post, truck, rail and air freight to every state and a number of foreign countries. New order-handling equipment, belt conveyor, mail carts, power loader and storage shelving make the processing of orders more efficient than ever. Ernest V. Swanson is the foreman of this department.



STOCK AND SHIPPING ROOM



AUGUSTANA BOOK CONCERN IS THE BIGGEST CUSTOMER
OF THE ROCK ISLAND POST OFFICE



The arrival of the first shipment of the new *Lutheran Service Book and Hymnal* at Augustana Book Concern, March 20, 1958.

Circulation Department

When the business office was reorganized in 1907, circulation was made the special concern of the assistant manager. The first incumbent of the position of circulation manager, as it came to be known, was Grant Hultberg. He served twelve years, resigning in January, 1919, to take the position of manager at the United Lutheran Publication House. Two years later Pastor E. F. Bergren took the position and served for six years. His successor was the present general manager, Dr. Birger Swenson, who had charge of the circulation department from 1927 to 1953. He brought inventiveness and vigor to the position and devised ways and means that have proved eminently successful. These have with like resourcefulness been carried on by his successor, Leonard Lilyers, circulation manager since 1953.

Two very fruitful methods of increasing the circulation of the official church paper(s) are deserving of special mention. The first of these is Church Paper Week, a plan originated by Dr. Birger Swenson in 1928 in connection with his work as circulation manager at that time. Every year since then a week in October was set aside as Church Paper Week. Increasingly through the years congregations have in that week put special emphasis on placing one or the other of the papers, *Augustana* and *The Lutheran Companion*, in every home. Some organization within the congregation has usually canvassed the membership to secure new or renewal subscriptions. Extra pecuniary awards have been offered to the groups that have made the best relative showing. This promotion plan has contributed vitally to the growth in circulation of the official papers of the church. By 1935 their combined circulation, in proportion to membership, made the best showing of all Lutheran church papers of their kind. In that year Church Paper Week brought in 3,849 new subscribers. Other publishing houses were adopting the plan, some asking to use copies of ABC posters and promotion material for their papers. For the year 1945 the project brought in 7,476 new subscribers and almost 20,000 renewals. More than 800 congregations were then participating. By 1950 the *Companion* had attained a circulation of 51,149, and *Augustana* still had 5,986 subscribers.

The second special effort to gain readers for the church papers has been the promotion of the budget plan, interesting local churches in placing the church papers on the budget. This effort was intensified after 1948. Even in that year there were already sixty-seven congregations whose budgets included a church paper for each family. In 1950, only two years later, the budget plan had been accepted by 200



THE ADDRESSING DEPARTMENT

Through the circulation department thousands of periodicals and lesson materials are mailed each week to individuals and churches throughout the country. Thorough handling by an efficient staff using modern addressing equipment and methods enables the circulation department to serve as an integral part of the publishing house team, giving service to the church through its new facilities.

SCENE FROM THE MAIL ROOM



congregations. In 1951 the *Companion* had 57,098 subscribers, one for every 5.7 communicant member. By 1955 the paper was on the budget in 432 congregations; by 1959 the circulation of the *Companion* had very nearly reached the goal of 100,000 set for the Augustana Church Centennial. This success was due in large degree to the unceasing efforts of the circulation department, plus the appeal of a well-edited paper. Both in 1960 and 1961 the church by resolution asked the congregations to give consideration to the placing of *The Lutheran Companion* in every home as an effective method of informing their membership concerning the work of the church. In early 1962, four hundred sixty congregations were placing a church paper in every home.

The circulation responsibility for *Bethphage Messenger*, the *Deaconess Banner*, as well as *Lutheran Women*, was in recent years handled by the circulation department.



A. LEONARD LILYERS
Circulation Manager
1953-1962

Personnel—Past and Present

As far back as the thirties the publishing house normally employed an average of one hundred men and women. At the peak of production the number reached one hundred and thirty. By 1962 one hundred and fifty-four men and women were doing their part in the manufacturing, merchandising, and circulation departments to help prepare and spread the printed word to the far corners of the world. All their efforts have been devoted exclusively to the preparation of material for the church, and since practically all of them are members of local congregations, they have been deeply interested in their church and its welfare. The average time of service has been unusually long at Augustana Book Concern, many having been connected with the firm throughout the active part of their life. Two men served the house for sixty years; in still more cases the years of service exceeded fifty. A list of those who have served forty, thirty, and twenty-five years would be long indeed. There must be a reason for this situation. It lies in the feeling that the personnel are the Book Concern family, that there has been fairness and understanding, in the mutual relations between employers and employees.

RETIREMENT AND LIFE INSURANCE PROGRAM

Although the Augustana Book Concern had no pension fund for its employees until 1946, the needs of superannuated employees were provided for each year. Such retired employees were paid a pension from a so-called Contingent Fund.

In 1946 an employer-employee sponsored retirement plan offered by the Aetna Life Insurance Company was adopted by the board of directors. All employees between the ages of 18-64½ were eligible after having been employed one year. In this contributory plan 37% of the cost was paid by the employee and 63% by the Augustana Book Concern.

At the time of the adoption of the Aetna Plan we were not eligible to participate in the benefits provided by the Federal Social Security Act. However, in 1950 an amendment to the Federal Social Security Act made us eligible to participate in its benefits. Thus the employees of Augustana Book Concern are provided with two pension plans, namely, the Aetna Retirement and Social Security.

For the employees who were not eligible to participate in the Aetna Retirement Plan because of age a special retirement fund of \$100,000 was established. From this fund employees retired without the benefit



Above is the picture of four who in 1948 were added to the Honor Roll by having given fifty years of service each. They are, seated: Hjalmar E. Nyquist. Standing, left to right: Arthur E. Oberlander, Rudolph E. Lindstrom, Swan J. Nyquist.

of Social Security are paid at the rate of \$1.00 per month for each year of service.

Ministers and executive personnel who are members of the Augustana Pension and Aid Fund are not included in the Aetna Plan, but the payment normally assessed to church institutions and boards is paid by Augustana Book Concern in lieu of other pension payments.

All employees are eligible for a \$1,000 life insurance policy after completing sixty days of employment. The cost to the employee is 60 cents per month per thousand. The Book Concern pays the remainder. This group life insurance policy is with the Travelers Insurance Company.

At retirement the company extends the insurance for a period of one year and the employee pays the regular monthly rate for this time. There is a conversion privilege for employees leaving before retirement which is handled directly between the employee and the insurance company.

A Summary Statement

On January 1, 1963, Augustana Book Concern will be a part of the new publication house of the merged church, the Lutheran Church in America. The three publication houses in the merger will then be an institution with assets of more than \$6,000,000.00 and a personnel of more than six hundred.

It is appropriate to conclude this historical sketch by quoting from Dr. Birger Swenson's last annual report his review of the accomplishments of Augustana Book Concern during its seventy-three years of existence:

"From a small beginning in 1889, it has become an outstanding publishing house, not only among Lutherans but also among other Protestant denominations in America. Its buildings and machinery are up to date and efficient. With a loyal and experienced force of 154 employees, we have been able to render valuable service to the church, its various departments, its institutions, congregations, pastors and members. It is readily recognized that the printed word has been a significant factor in the growth of the Augustana Lutheran Church. Besides the services rendered, the Book Concern has also been able to give financial grants to institutions and causes which over the years have amounted to more than a half million dollars. During the last several years, the Board of Parish Education has been the principal recipient."

What of the Future?

In the final issue of *Augustana Annual*, Dr. Birger Swenson writes:

"The question has often been asked, What of the future of the Augustana Book Concern and what place will it have in the merged Church, the Lutheran Church in America? There are three publishing houses in the merger which will become one large publishing house: Augustana Book Concern, Rock Island; United Lutheran Publication House, Philadelphia; and Finnish Lutheran Book Concern,

Hancock, Michigan. All these are strategically located, wherefore the operations can be divided to serve the new Church more efficiently than any one of them could have done previously.

"Many of the facilities presently offered will be enlarged and made available in fields of special service. The Ecclesiastical Arts Department will include a complete tailor shop for the manufacture of stoles, paraments and other appointments. A wood-working shop will be staffed with craftsmen in the field of church furniture. The Music Department will include an enlarged program of publication, as well as stocking and distribution of music of other publishers. The Audio-Visual Department will include expanded service in the field of production, rentals, as well as sales of equipment, films, slides and film strips. Rental libraries of films and slides will be located at various centers.

"All three publishing houses in the merger have printing plants. These may have to be enlarged in order to serve a greater constituency. Publication of new books may increase fourfold. The Long-Range Program will tax the capacity of these plans inasmuch as several years will be required to put the new lesson materials into production and use in our churches.

"The present branches of Augustana Book Concern and United Lutheran Publication House in Chicago will be merged. Besides sixteen existing retail stores, new branches in other parts of the Church will be established to help distribute printed material and to serve local congregations more efficiently. Mail order distances to congregations will undoubtedly be shorter than they are now. The greater percentage of our church members will be close enough to one or more of these branches to enable them to visit one of our retail stores more often than in the past.

"For the last three years or more the staff members of the three publication houses in the merger have met in order to work out a consolidation of publication work. The spirit of working together in this common project has been most encouraging. There are many problems yet to be solved, but these are not insurmountable. We eagerly look forward to a new merged publication house with a family of 600 devoted employees who will endeavor to serve Christ and His Church through The Printed Page.

"A new name will undoubtedly be chosen to designate the new publishing house. Whatever that name will be, it will spell a new era and open a field for greater service to the Lutheran Church in America."

Inter-Lutheran and Interdenominational Co-operation

Believing that their own work could be made stronger through participation with the other Lutheran church-owned publishing houses, editors from various Lutheran publication houses assembled around a table at the Chicago Lutheran Theological Seminary in Maywood, Illinois, on May 2nd, 1913, to form what may have been the first inter-Lutheran organization in America—the National Lutheran Editor's Association. One year later, on June 24th, 1914, at the Kaiserhof Hotel in Chicago, Illinois, the Managers' Section of the National Lutheran Editors' Association was formed. From that date, annual meetings of both Editors and Managers have been held simultaneously.

Perhaps the greatest contribution of the National Lutheran Editors' and Managers' Association, has been the group's consistent effort toward the cause of Lutheran Unity. These efforts have led to some positive aspects of change as Dr. Oswald C. J. Hoffman, public relations director of the Lutheran Church—Missouri Synod, noted in an address in 1955 to the 43rd Annual Convention of the National Lutheran Editors' and Managers' Association. Dr. Hoffman mentioned that the differences between Lutherans were no longer emphasized. He noted also that movement was being made toward greater centralization and that the Lutheran Church was exerting an increasing influence in the world.

Self-analysis, discussions of mutual problems in the field of publishing, the promotion of common projects, such as the joint trade listing of all Lutheran publications and other co-operative catalogs, the establishing of Church Paper Week as an annual October event, the design and distribution of Lutheran Hi-Way Markers, and manufacture and distribution of various National Lutheran Council and Lutheran World Federation publications, all have been positive results of this co-operation effort.

There is a further community of interest among church-owned publishing houses on the interdenominational level, which if pooled for the benefit of all, can raise the level of efficiency for each. It was the recognition of these prospects that prompted formation of the Protestant Church-Owned Publishers' Association, an association devoted to serving the broad interests and needs of the publishing institutions that are owned and operated by the Protestant denominations of America. The Augustana Book Concern became a charter member of the Protestant Church-Owned Publishers' Association, when its general manager met with the executives heads of twenty-three other

church-owned publishing houses in Columbus, Ohio, in February, 1949, to form the new trade association. Birger Swenson served as president of the organization in 1959-1960. Augustana Book Concern staff members have served on the board of directors, on various standing and special committees of the association.

Membership in Graphic Arts Industry, Inc., and in other printing organizations has enabled the Book Concern to keep its manufacturing facilities abreast of current trends in the production of books, periodicals and supplies. The stimulation and help that have come from all these avenues of learning and sharing technical experiences with others, have enabled the Book Concern to maintain an up-to-date publishing house with a high quality of service.

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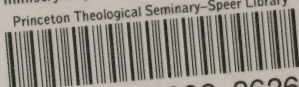
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